

Now more than a MILLION FRIGIDAIRE have been built

With every department of the Frigidaire factories running at maximum capacity, with orders greater than at any time in the history of the business, on Thursday, May 16, the Millionth Frigidaire was built.

In both the household and commercial fields Frigidaire leads in sales to customers

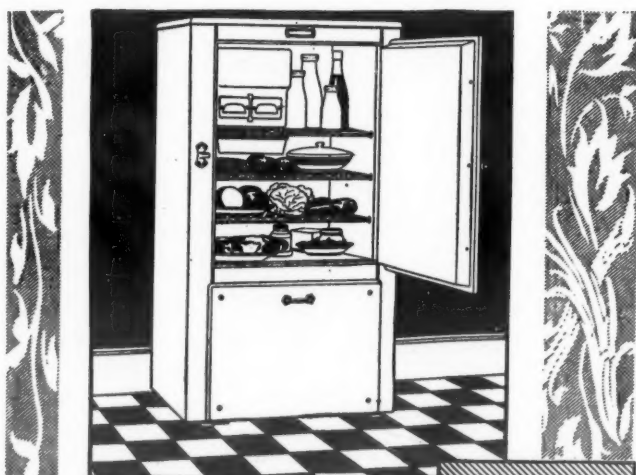
THERE are definite reasons why more Frigidaires are in use than all other makes of electric refrigerators combined; why it is the choice of home owners, of builders, of apartment owners, of architects and engineers, the choice of factories, railroads and steamship lines, the choice of hospitals, restaurants, hotels and florists, the choice of ice cream companies and soda fountain manufacturers.

Frigidaire is dependable. Everybody knows that. Years of use in hundreds of thousands of homes and stores have proved it.

Beauty, power and convenience

Frigidaire has surplus power that meets every emergency in the hottest weather, and yet operates economically, always.

All Frigidaire household cabinets are beautiful in design. They are finished in gleaming porcelain enamel, or white Duco . . . clean and easy to keep clean. The mechanical part is completely enclosed and so quiet that you don't hear



Only \$170
complete

f. o. b. Dayton, Ohio

A cabinet which adds beauty to any kitchen . . . all machinery completely enclosed . . . a permanent Duco finish . . . and with the added value of a seamless porcelain enamel lining, as easy to clean as chinaware . . . 4 cubic feet food compartment; 8 square feet of shelf space . . . equipped with the famous "Cold Control".

it start, stop, or run. Food shelves are elevated so that stooping is unnecessary.

Equipped with the famous "Cold Control"

And in addition to the standard temperature regulator which automatically

maintains an ideal temperature in the food compartment, Frigidaire is equipped with the famous "Cold Control" that speeds the freezing of ice cubes and makes possible dozens of new and delicious desserts and salads.

It is these definite advantages, these Frigidaire features, that have made Frigidaire the choice of buyers throughout the world.

It is these features that you will want when you buy an automatic refrigerator.

Low Prices

Because Frigidaire has achieved the million mark . . . because it is the overwhelming choice of the majority . . . the economies of quantity production have made prices so low that every model is an outstanding value and represents a tremendous saving to the buyer.

FRIGIDAIRE CORPORATION
Subsidiary of General Motors Corporation
Dayton, Ohio

Public Utilities Division
1775 Broadway, New York, N. Y.

We endorse the national food preservation activity initiated by the refrigeration committee of the national electric light association.

ELECTRIC REFRIGERATION NEWS

The business newspaper of the refrigeration industry

VOL. 3, No. 20, SERIAL No. 70

Copyright, 1929, by
Business News Pub. Co.

DETROIT, MICHIGAN, JUNE 5, 1929

Entered as second class matter August 1,
1927, at the Post Office, Detroit, Michigan.

PRICE FIFTEEN CENTS

FORD LAUDS BROWN AT BANQUET BY N. Y. CITIZENS' COMMITTEE

2,500 Attend Affair Honoring
Head of General Necessities
and Absopure

DAVID A. BROWN, president of General Necessities Corp., and Absopure Refrigerator Corp., Detroit, was guest of honor at a banquet held in New York, May 23, at the Hotel Commodore. The affair was occasioned by Mr. Brown's going to New York to become chairman of the board of the newly-organized Broadway National Bank.

Two thousand five hundred men and women, among them many whose names are known all over the world, attended the banquet. In the greetings of friends, facts in the life of Mr. Brown were touched upon from the selling of newspapers on the streets of Detroit to his present attainments. Commendation was paid him for his philanthropic work and his positions of chairman of the United Jewish Campaign and chairman of the board of directors of the China Famine Relief.

Among the guests were Mr. Brown's 76-year-old mother and his two daughters. Among speakers at the banquet were: Henry Ford; Dr. Lee K. Frankel, vice president of the Metropolitan Life Insurance Co.; Judge Alfred J. Murphy, Detroit; J. Howard Audrey, vice president of the Guarantee Trust Co.; Martin W. Littleton, former congressman; James Schermerhorn, representing the Old Newsboys' Association of Detroit; Louis Marchal, president of the American Jewish Committee; and David M. Bressler, chairman of the citizens' committee of New York.

Mr. Brown said: "As I understand it, your gathering here tonight and your welcome to me to New York is because of service I may have rendered. In such a spirit, I accept it. My travels have taken me all over the world. In those travels I have encountered only one kind of a man who was happy. That happy man was the one who understood the spirit of service." Mr. Brown paid a tribute to his mother, holding that it was her influence, together with that of his late wife, that had enabled him to reach any success he may have attained.

Applause greeted the introduction of Henry Ford. Mr. Ford issued the statement: "I am happy to come here tonight to pay tribute of admiration to my good friend, David A. Brown, and through him to the great race which is proud and fortunate to count him among their own. David A. Brown is a shining example of the great benevolence of the Jewish people, their philanthropy, their eagerness to make this world better, to educate the untutored, to heal the sick, to care for the orphans; their intense and intelligent participation in all that makes for civic righteousness and social justice stamps them a great people—and David A. Brown is one of their greatest and finest sons."

Mr. Ford said: "A man is no more than the lengthening shadow of a good mother," and asked the audience to arise as a tribute to Mr. Brown's mother.

Many telegrams and messages were received at the banquet. Among them were ones from President Herbert Hoover, Governor Lehman Dr. Chao Chu Wu, Chinese minister to the United States; Henry Morgenthau, Bishop Michael J. Gallagher, Felix W. Warburg, Julius Rosenwald and Nathan Straus.

COPELAND EARNS \$102,546 IN APRIL

COPELAND PRODUCTS, Inc., Detroit, reports net earnings for April amounting to \$102,546.23, bringing total net earnings for the first four months of 1929 to \$163,432.50, equivalent to \$1.60 per share on the company's "A" stock outstanding. This compares with net earnings of \$106,407.76 for the like period of 1928, an increase of 53%. This statement is after taxes, depreciation and the setting aside of ample reserves.

REFRIGERATING MACHINERY ASSN. RESOLUTION ENDORSES NATIONAL FOOD PRESERVATION CAMPAIGN

The Refrigerating Machinery Association, which organization includes in its membership, the manufacturers of commercial refrigerating machinery, passed a resolution endorsing the National Food Preservation Program, at a recent meeting in Hot Springs, Va.

Honored



David A. Brown

EDISON COMPANIES ADOPT PROGRAM FOR BETTER APPLIANCES

THE Association of Edison Illuminating Companies has adopted a program for the improvement of domestic electric appliances through the use of those of superior quality. This improvement program is being directed by the following committee, which includes Chairman W. H. Taylor, president of the Philadelphia Electric Co.; Alex Dow, president of the Detroit Edison Co.; Samuel Ferguson, president of the Hartford Electric Light Co.; Matthew S. Sloan, president of the New York Edison and allied companies; John F. Gilchrist, vice president of the Commonwealth Edison Co., and Thomas N. McCarter, president of the Public Service Electric & Gas Co. The testing and technical problems have been assigned to the Electrical Testing Laboratories, New York, N. Y., which will follow out the plan outlined by the appliance committee.

According to the general plan all repair and service department records will be organized in order to permit of analyses which will indicate where the greatest need of improvement is to be found. It is then planned to survey the types of equipment which occasion dissatisfaction

COOPERATIVE ADVERTISING PROGRAM PLANNED TO SELL PUBLIC THE IDEA THAT 50 DEGREES IS THE DANGER LINE

Commercial Section N. E. L. A. Takes Campaign as Principal
Promotional Activity for Fall. Climax of Program
Scheduled for September. Sloan Heads Council.

in service and secure facts about the quality and performance of these appliances. The facts which indicate inferiority or deficiency will be submitted to the manufacturer to help him, if he desires to bring about any improvements.

Later the committee plans to submit all information to member companies, in order that they may select for sale and recommend equipment which is known to be capable of giving good service.

IN THIS SECTION

How Leading Central Stations Are Promoting Sales

	Page
Riegel, L. S., Virginia Electric and Power Co.	6
Richardson, G. B. Texas Power and Light Co.	6
Lloyd, E. W., Commonwealth Edison Co.	6
Hennig, H. W., Public Service Electric and Gas Co.	7
Isley, H. G., Carolina Power and Light Co.	6
Tillman, R. H., Consolidated Gas Electric Light and Power Co.	8
Young, H. E., Northern States Power Co.	8
Cameron, H. W., National Railway and Light Co.	8
Mikulesky, C. S., Wisconsin Gas and Electric Co.	9

Opinions on Central Station Merchandising of Appliances

Ruthenberg, Louis, Copeland Products, Inc.	4
Sias, A. G., Municipal Light Department, Reading, Pa.	4
Keith, F. S., Shawinigan Water and Power Co.	13
Collins, A. W., Illinois Refrigerator Sales Co.	16
Thompson, R. R., Refrigeration Division, Welsbach Co.	17

TEACHING the millions that 50 degrees is the danger line on the thermometer for the proper preservation of perishable food is the object of a nation-wide Program now being rapidly organized by the National Electric Light Association, in co-operation with a score or more of other national trade associations and the public utility companies of the country. At the suggestion of the Refrigeration Committee, the Commercial Section of the N. E. L. A. has taken this as its principal promotional activity next fall. The movement will be known as the National Food Preservation Program. It will be centered, so far as public attention is concerned, in the month of September, although preliminary work will be going on actively throughout the summer.

The fundamental purpose of the whole program will be to impress on the American public, in a campaign so dominating and so widespread that it will cover every part of the nation, these four major ideas:

1. The relationship between food spoilage and health.
2. To establish in the public mind a perishable food temperature of 50 degrees or less.
3. The causes of food decay and bacteria growth.
4. The vital need for proper all-year refrigeration.

Every avenue of advertising and promotion, national and local, will be employed to focus public attention on the benefits to health and the economy of proper refrigeration all the year round. Dominant advertising in national magazines will be the primary instrument. Newspaper advertising and radio broadcasting will add to the effect of the magazines. Magazine and newspaper articles by recognized authorities on the necessity for proper care of food to preserve health have been arranged. Addresses before community gatherings and complete local tie-up with the program by all the factors interested in public health and in the merchandising of refrigeration and of perishable foods have been planned.

The month of September was selected

for the program for two principal reasons:

First, because it offers an opportunity to emphasize to the American public the need for proper refrigeration all the year. Second, because it will stimulate sales at a time when there has been a tendency to relax selling effort.

It has been accepted by many merchandisers of automatic refrigeration in northern states that concentrated selling effort has been worth while only in the summer months. The program will point out that weather bureau records show that 50 degrees, the danger line in food preservation, is maintained in outdoor temperature only nineteen days a year, as a national average.

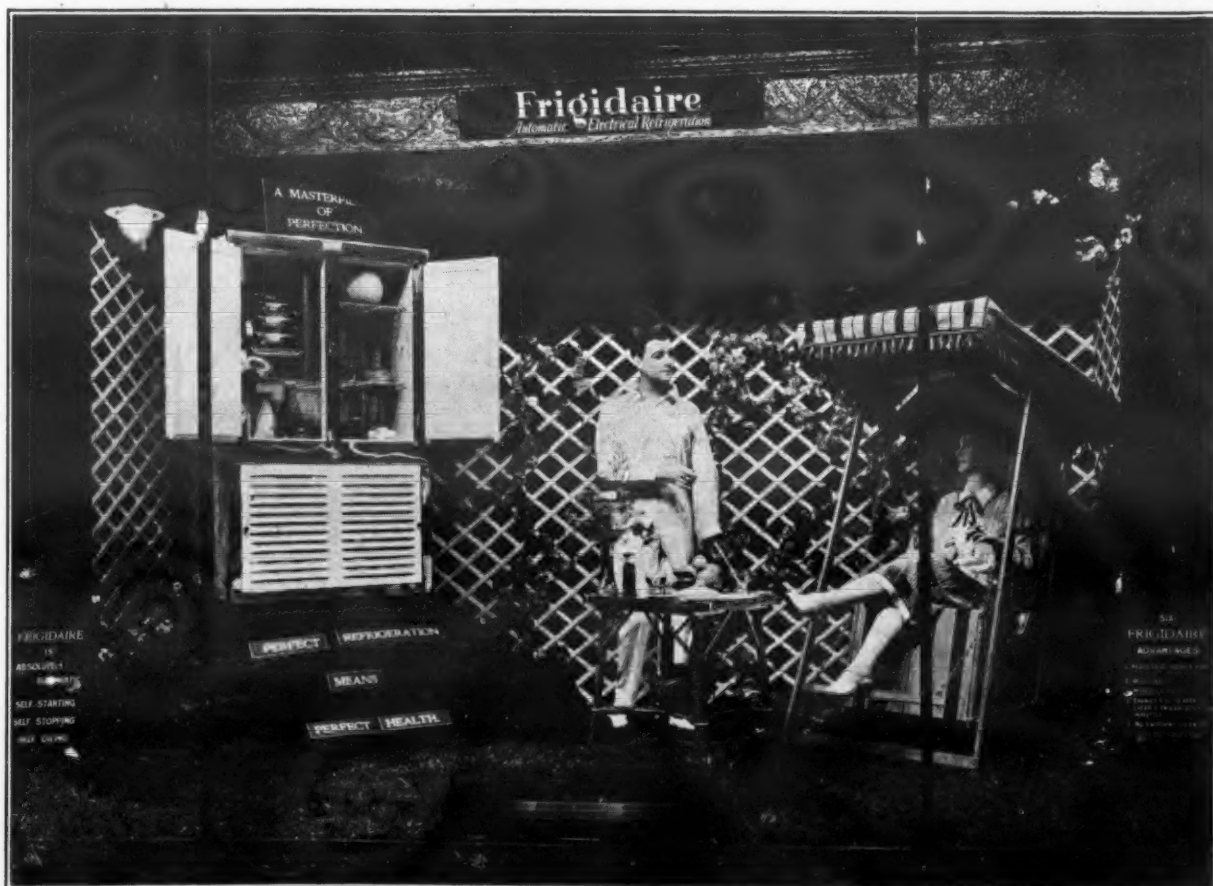
The governing body of the program will be the National Food Preservation Council. Matthew S. Sloan, president of the New York Edison Co. and president-elect of the N. E. L. A., is president of the Council. J. E. Davidson, president of the Nebraska Power Co. and former president of the N. E. L. A., is vice-president of the Council. P. S. Young, of the Public Service Electric & Gas Co., and treasurer of the N. E. L. A., is treasurer, and P. B. Zimmerman, sales manager, electric refrigeration department, General Electric Co., is secretary. The members of the Council are representatives of the interests and associations participating.

The program will be carried out by both national and local advertising and promotion—the national activity directly by the Council and its committees, the local activity by local Councils which are being set up through a regional organization that will extend down into every community. For this purpose the entire country has been divided into thirteen districts, with a probability that the number may be increased. A regional director is being selected by the Council for each district, who will be responsible for the organization of local Councils throughout his district.

The Council has engaged six traveling field specialists as organization experts. They will spend their entire time for the next three months assisting the regional directors in working out the organization and helping the local Councils.

(Concluded on page 2, column 1)

A "Summery" Suggestion by Frigidaire, Ltd.



This display by Frigidaire Ltd., London, England, depicting a rose garden at some up-the-Thames country estate (probably leased to an American for the summer!) is rather elaborate and calls for models and furnishings. The expense of renting these properties is quite worth while, however, and by changing garments and especially wigs, many different characters may be represented. Frigidaire Limited will depict a young couple in one display, a maid and butler in another, and Grandpa and Grandma in the third—all with the same pair of models.

NEW CONCERN PLANS TO SELL LOW PRICED MACHINE IN ENGLAND

Purchases Business of Two
Manufacturers

BRITISH Automatic Refrigerators, Ltd., has recently been incorporated in England, and a large block of stock has been placed on the British market. The new company will take over the entire business of Thomas Hall & Sons, Ltd., Rotherham, and will acquire the patent applications and contracts in hand of the British Automatic Refrigerators, 82 Victoria street, London.

The refrigerator will be a British product throughout. The policy of the company will be to develop the demand in Great Britain for a domestic electric refrigerator at a reasonable price. The recent enforcement of the Board of Trade regulations in respect to the non-adulteration of foods has opened a large field for mechanical refrigeration in England. The new company proposes to place a popular low-priced model on the market.

The machine will be the SO₂ type, with power being provided by a self-controlled motor which is suitable to run on the normal house current.

The capacity of the plant at Rotherham and the assembling shops in London have a capacity of 1,000 domestic and 200 commercial machines per month.

NATIONAL TRADE AND HEALTH ASSOCIATIONS INVITED BY COUNCIL

(Concluded from page 1, column 5)

cils to prepare for full co-operation in the program.

The local Councils will in most cases center around the Electric Leagues, where these exist, and will include all the electrical interests, gas companies, ice companies, milk companies, merchandisers of refrigeration and of perishable food, the medical societies, women's clubs, and other similar interests.

The national trade and public health associations which have been invited to participate in the program and to appoint representatives to be members of the Council are the American Medical Association, the General Federation of Women's Clubs, the Society for Electrical Development, the American Gas Association, the National Association of Ice Industries, the National Refrigerator Manufacturers Association, the American Institute of Refrigeration, the Refrigeration Division of the National Electrical Manufacturers' Association, the Refrigeration Machinery Association, the National Dairy Council, the International Association of Ice Cream Manufacturers, the United States Fisheries Association, the Institute of American Meat Packers, the California Fruit Growers Exchange, the Florida Citrus Exchange and the American Bottlers of Carbonated Beverages.

The Council is operating through two committees, executive and publicity. The executive committee as at present constituted consists of:

Marshall E. Sampson, Chicago, chairman of the Commercial Section, N. E. L. A., president, Central Illinois Public Service Co., chairman.

C. E. Greenwood, New York, commercial director, N. E. L. A., vice-chairman. P. S. Young, Newark, N. J., treasurer of the N. E. L. A., treasurer of the Council, Public Service Electric & Gas Co.

J. E. Davidson, Omaha, president, Nebraska Power Co., and former president of the N. E. L. A.

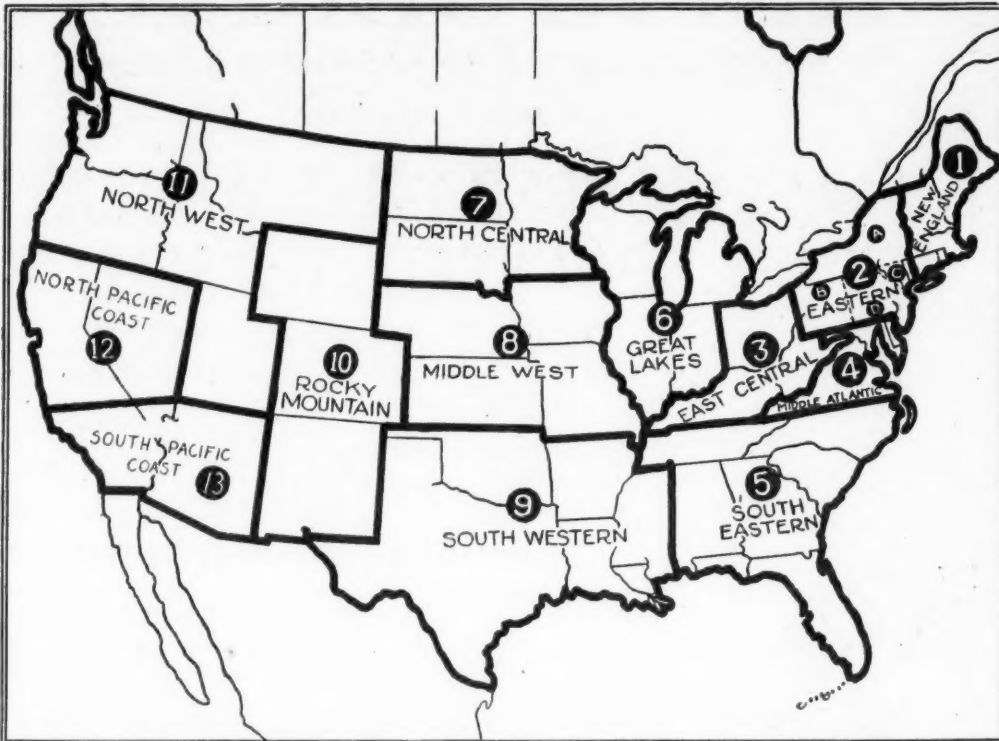
E. G. Blechler, Dayton, president, Frigidaire Corp.

George W. Mason, Detroit, president, Kelvinator Corp.

Paul S. Clapp, New York, managing director, N. E. L. A.

C. L. Dunn, Cleveland, chairman, Refrigeration Committee N. E. L. A., commercial manager, Ohio Public Service Co.

Thirteen Districts, Each With Regional Director, to Handle National Food Preservation Program



At the present time the country has been divided as shown on the map above. It is probable, however, that the number of districts will be increased.

frigeration Committee N. E. L. A., commercial manager, Ohio Public Service Co.

J. S. Tittle, vice president, Westinghouse Electric & Manufacturing Co., Mansfield, O.

P. B. Zimmerman, Cleveland, general sales manager, electric refrigeration department of the General Electric Co.

E. S. Vall, Fond du Lac, Wis., president, National Refrigerator Manufacturers Association.

The publicity committee consists of: George F. Oxley, New York, director, department of public information N. E. L. A., chairman.

Earl L. Doty, Dayton, advertising manager, Frigidaire Corp.

Walter J. Dally, Cleveland, manager sales promotion division, electric refrigeration department, General Electric Co.

Earl Lines, Detroit, advertising manager, Kelvinator Corp.

Fred Millis, Indianapolis, president, Millis Advertising Co.

The plan for national activity includes,

first, full color, single and double page advertisements in the September issues of national magazines, which in most cases will be distributed the last week in August. Articles by authorities whose names will carry weight with the American public on the benefits which the habit of proper food preservation will induce in the health of the nation have been arranged for national publications. Full editorial support of this program has been promised by a number of these publications, among them some of the principal women's magazines.

A speakers' bureau is another activity of the National Council. Arrangements have been made with health authorities, women who are widely known for their interest in developing better health habits among women and children, leading publicists, and representatives of all the interests concerned in this program to deliver addresses on the value of food preservation, and meetings will be arranged for them by the speakers' bureau.

Another division of the Council is preparing material, such as newspaper advertisements, newspaper publicity articles, window displays and truck cards for distribution to the local councils.

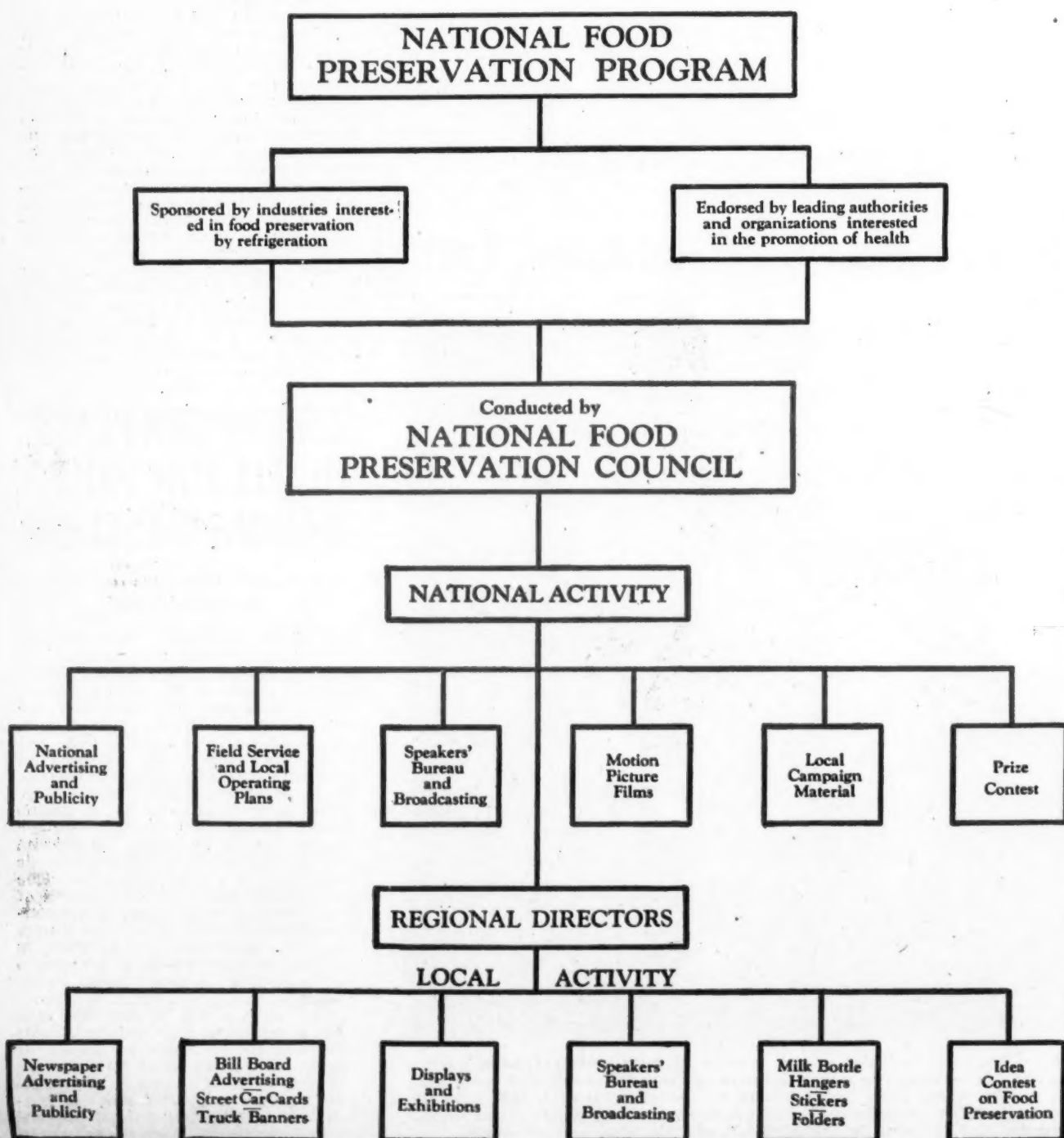
Lastly, a national Idea contest, on the subject, "Why 50 degrees is the Danger Point," with a \$10,000 model electrical

home as the capital prize, and many smaller prizes, will be held.

This national program will be supplemented by similar programs of activity throughout the month in every community all over the country. Under the supervision of the regional directors, and with the active control in the hands of the local committees, there will be extensive newspaper advertising, mats or copy for which will be supplied by the publicity committee of the National Council, poster paper for bill boards and cards for street car advertising likewise will be provided. Suggested copy for newspaper articles, covering the formation and meetings of local councils, the purpose of the program, the essay contest and other activities in connection with the program will be supplied. National and local radio broadcasts, especially from stations controlled by power and light utilities, will be advocated, and suggested talks will be prepared. The entire energy of the women's committees which have done such effective work for many utilities will be directed along food preservation lines during that month. Plans for window displays have been worked out, and prizes will be offered for the best displays as shown by photographs. Local essay contests also will be promoted.

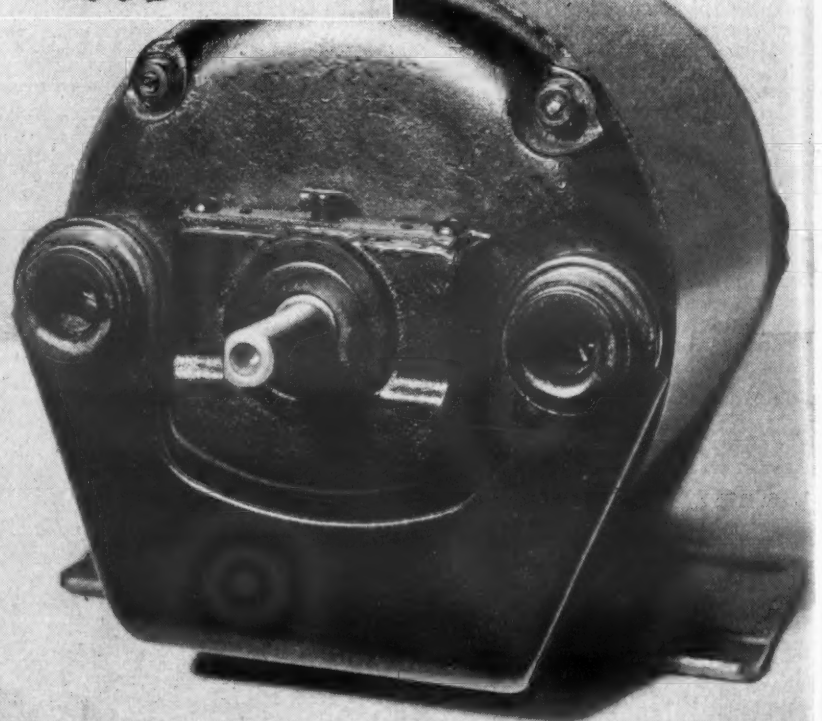
The Millis Advertising Co., Chicago and Indianapolis, an advertising agency which has specialized wholly in national co-operative trade association advertising, has been retained to handle the details of the Program under the direction of the Council. This company is now acting as advertising counsel for and handling the national advertising and merchandising programs of the Society of American Florists, whose slogan "Say it with Flowers" has in the seven years since this company took over the account become a part of the everyday speech of America; the Laundryowners National Association, the National Retail Furniture Association, the Photographers Association of America, the American Bottlers of Carbonated Beverages, and the Engraved Stationery Manufacturers Association.

CHART OF ACTIVITIES



Rubber Mounted for Quietness

Noiseless starting and stopping, as well as running, were again improved when rubber mounting was provided for Wagner refrigerator motors. Heavy rubber bushings prevent metal to metal contact between the motor and its support ... just a detail in the making of Wagner motors to fit the job.



Wagner manufactures every commercial type of AC Motor and can recommend without prejudice.

Literature on request

WAGNER ELECTRIC CORPORATION

6400 Plymouth Avenue, St. Louis, U. S. A.

Wagner Sales Offices and Service Stations in 25 Principal Cities

Products: FANS... Desk... Wall... Ceiling TRANSFORMERS... Power... Distribution... Instrument MOTORS... Single-phase... Polyphase... Direct Current

Wagner
...quality

KEEN INTEREST IN REFRIGERATION IS DEVELOPING ABROAD.

By Harry M. Robins,
Pres. H. M. Robins Co., Detroit

THE American predilection for ice water and iced drinks has long been a cause for wonder on the part of Europeans. Even as recently as 1920, during a trip with a party of friends abroad, I recall the disturbance which was always caused among employees of hotel dining rooms when one member of our party demanded ice water. Sometimes after a lot of scurrying around the demand was met, but more often my friend was told politely but firmly that there was no ice to be had. And this was usually a literal fact, particularly if, as often happened, the ice plant in the local brewery, which was the only source of supply, had been closed down for a few days.

In most of Europe summer temperatures are not high enough to make the matter of cooling a serious problem. Food may normally be kept for a day or two without danger of spoilage. Milk is not used in anything like the quantities in which it is used in America. The food demands of the normal European household do not require a stock on hand beyond what is needed for a few hours.

However, tastes in food change with time, just as do fashions in dress, and it is inevitable that sooner or later the American taste for cold drinks and desserts should become popular in other countries. Probably the growing demand for refrigeration the world over proves that refrigeration is a primary economic factor, just as the popularity of the automobile has proved the economic value of fast transportation.

Whatever the cause, the fact remains that Europe is taking its refrigeration seriously. At the great Spring Industrial Exposition in Leipzig in early March, there was a very complete exhibition of refrigerating apparatus, ranging from the big ammonia cooling and ice making plants, down to the very small 2' x 2' boxes cooled by chemical absorption and controlled manually. This exhibit was one of the most popular of the entire Fair. Visitors came not merely from all over Europe, but from all over the world. It was interesting to note that although Germany is making a strong bid to win and hold the refrigeration business of Europe, German manufacturers have concentrated largely so far on absorption systems. However, American systems of the compressor type operated by electricity and automatically controlled are winning out. The German housewife and storekeeper are not different from their American cousins in demanding absolutely automatic operation.

Notwithstanding the fact that negotiations for Copeland representation in Europe were carried on during the "coldest winter in 150 years," the very keenest interest was shown in the line in many countries, including Italy, Switzerland, Austria, Germany, France, Spain and Holland. Much credit for the development of interest in American refrigeration is due to the very efficient organization abroad of the United States Department of Commerce.

Commercial attaches in all of the principal capitals maintain close contact with local business houses and very effectively prepare the way for the American business man who seeks overseas connections. The offices in Rome, Vienna, Berlin and Paris are particularly well organized and keenly alert for opportunities to steer American business houses into profitable connections.

In general, Europe is on the road to prosperity. Vast progress has been made

Kelvinator of Canada, Ltd., Conducts Series of Service Schools



Kelvinator Men Attending Calgary School

Kelvinator of Canada, Ltd., London, Ont., during the months of January, February and March conducted service schools in Winnipeg, Saskatoon, Calgary, Vancouver and Moosejaw. These five schools were of two weeks' duration and the attendance at each school averaged better than ten students. The photograph above shows Kelvinator men attending the service school held at Calgary in February.

At each school the first week was devoted to an intensive study of the proper methods of installing and servicing domestic units. During the second week the newer commercial possibilities and the best methods of applying refrigera-

tion to its many applications were discussed. These included walk-in coolers, grocer refrigerators, display cases, apartment installations, dairy and water coolers. At each school a refrigerating unit was disassembled and re-assembled in each class by the students. Those who attended the Calgary school were: Ralph C. Tennant, Calgary, kneeling at unit; left to right standing: W. H. Dowling, Calgary, Alta; C. W. Zang, Calgary, Alta; Uriah J. Barr, Calgary, Alta; D. W. Carlyle, Calgary, Alta; Edgar Heck, Stettler, Alta; Edward H. Groom, Lethbridge, Alta; Irving Morris, Edmonton, Alta; W. L. Werner, Edmonton, Alta; Roderick McLeod, Trill, B. C.; George Wade, Edmonton, Alta; Reginald Murray, Calgary, Alta; B. H. Bull, instructor, London, Ont.

Kelvinator Wheeling Co. Moves

Kelvinator Wheeling Co., has announced removal of its quarters from 2137 Market St. to 2133 Market St., Wheeling, W. Va.

SAVAGE IS STANDARD

For Compressor Simplicity

YOU cannot find—and it is difficult to conceive—a compressor where simplicity is carried to the extreme degree as is found in the Savage Mercury Compressor.

All valves, pistons, stuffing boxes, shaft seals are conspicuous by their absence. Not just a few, but all the complexities of the conventional type compressor are missing in the Savage.

The Savage Mercury Compressor requires—and has no lubricant in contact with the refrigerant.

The Savage Compressor is hermetically sealed. You can find no castings or gasket joints—and only a minimum flared union connections. It is no wonder that the Savage retains the refrigerant indefinitely.

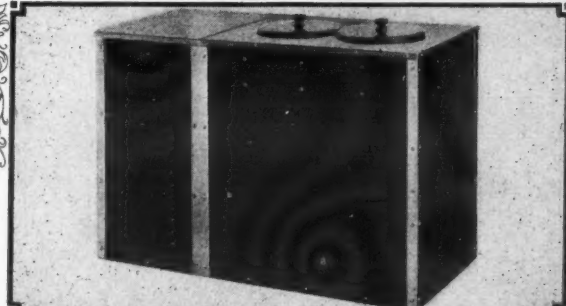
There being no internal reciprocating parts there is no internal wear, hence no resultant loss in efficiency. The motor is mounted externally and readily "get-at-able."

This Savage standard of simplicity of design and construction results in quiet, vibrationless operation from servicing—longer continued efficient operation—and greater ice cream profits.

Distributed by

SAVAGE PRODUCTS DISTRIBUTING CORPORATION,
UTICA, N. Y.

COMPARE YOUR SERVICE COSTS WITH THOSE OF SAVAGE USERS



Licensed
under
J.G. DeRomer
Patents

ONE OF THE PRODUCTS OF
SAVAGE ARMS CORPORATION UTICA
NEW YORK

Chicago Utilities Corp. Takes Over Binks Mfg. Co.

Chicago Utilities Corp., Chicago, Ill., has purchased and taken over the active management of the newly organized Binks Manufacturing Co., Chicago, manufacturers of spray painting equipment and spray cooling systems.

Sparklets Merchandising Plan Is Subject of Article

An article on the merchandising and advertising campaigns of Sparklets, Inc., manufacturers of Sparklet syphons, as presented in the Sparklet "Refrigeration Blue Book," appeared in the April 20 issue of Sales Management.

Frigidaire, Copeland and Holmes Appoint Dealer in Norfolk

Frigidaire, Copeland and Holmes agencies have been recently opened at Norfolk, Va. The D. P. Paul Co. has taken the Frigidaire line. Willis, Smith & Crawl have been named Copeland agents, while Hitt & Brown have taken the agency for the Holmes electric refrigerator.

I am interested in the patent situation which, in my opinion you are covering better than any trade publication I know.—W. A. Steiger, Westinghouse Elec. & Mfg. Co., Philadelphia, Pa.

Spanish Comedy Introduces General Electric Refrigerator In Spain



A General Electric refrigerator made its debut in Spain on the stage in a play entitled, "Que Tienes en la Mirada." This comedy called for a setting of two chairs, a mantelpiece and a General Electric refrigerator. This unit figured in the important actions in the play and was the principal element of decoration.

...A SIZE FOR EVERY

COMMERCIAL PURPOSE

A permanent and profitable business can not be built when policies are formulated on the basis of price alone.

A distributor considering a line of commercial refrigerating machines, or a salesman looking around for a new line to sell, must consider more than price—he should ask himself these questions:

1. Is the Machine made to sell at a price—or built to handle a job?

The answer determines whether the original profit is retained or paid out in service expense.

2. Has the manufacturer a record of con-

stant growth and is he in a sound financial position?

Upon the answer depends your business permanency as well as customer good will.

Lipman machines are built to last — built to do the job better, cheaper, and for a longer period of years. Because of their comparative freedom from service, the distributor is able to retain the original profit for himself.

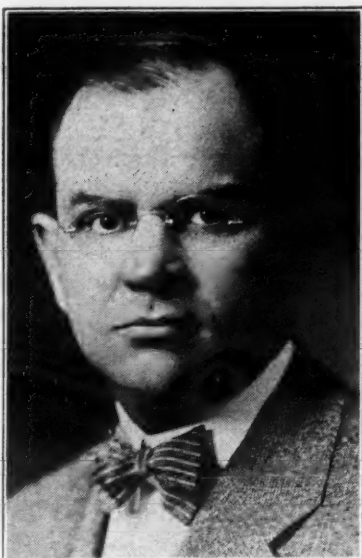
A few territories are still open for well-rated distributors. If interested, write today, giving full information. All correspondence strictly confidential. Address the General Refrigeration Company, Beloit, Wisconsin.

Lipman
ELECTRIC REFRIGERATION

MEMBERS OF N. E. L. A. REFRIGERATION COMMITTEE



H. W. Hennig



J. Hall Truman, Jr.



C. L. Dunn, Chairman



Stanley Taber



J. E. North



P. B. Zimmerman



Paul Lorch



W. R. Winans



J. A. Corcoran

The Committee

C. L. Dunn, The Ohio Public Service Co., Cleveland, Ohio.

Cyrus Barnes, Charles H. Tenney & Co., Boston, Mass.

Ell C. Bennett, Bennett Watts Haywood Co., Chicago, Ill.

G. B. Buck, Public Service Co. of Colorado, Denver, Colo.

W. E. Clement, New Orleans Public Service, Inc., New Orleans, La.

J. A. Corcoran, Kelvinator Sales Corp., New York, N. Y.

Mrs. Cecil Harvey, Westchester Lighting Co., Mt. Vernon, N. Y.

Henry W. Hennig, Public Service Co. of New Jersey, Newark, N. J.

T. P. Kindig, Electrical World, New York, N. Y.

Paul Lorch, New York Edison Co., New York, N. Y.

J. E. North, Electrical League, Cleveland, Ohio.

George A. Stewart, Interstate Public Service Co., Indianapolis, Ind.

Stanley Taber, Iowa-Nebraska Light & Power Co., Lincoln, Nebr.

C. D. Taylor, Westinghouse Electric & Manufacturing Co., Mansfield, O.

J. Hall Truman, Stevens & Wood, Inc., New York, N. Y.

Earl Whitehorn, Electrical World, New York, N. Y.

W. R. Winans, Frigidaire Corp., New York, N. Y.

H. E. Young, Northern States Power Co., Minneapolis, Minn.

P. B. Zimmerman, General Electric Co., Cleveland, Ohio.

Photo by Blank-Stoller, Inc.
Cyrus Barnes

W. E. Clement



H. E. Young



Gaylord B. Buck

PUBLIC SERVICE CO. NOW MAKING BIG DRIVE IN COLORADO

2,500 Employees Taking Part In Two Months Campaign

By Willis Parker

SEVENTEEN hundred persons combing a city of 350,000 people for prospects for electric refrigeration for two months, epitomizes the tremendous drive being conducted by the electric refrigeration department of the Public Service Company of Colorado in Denver.

All employees of the company in Denver are engaged in the task of uncovering prospects and talking electric refrigeration, particularly the variety of refrigeration that the company handles. The campaign is being conducted through May and June.

But that is not all. The same plan is being carried out by the company's local organizations in every community in which the firm has properties, making, in all, 2,500 persons in Colorado striving to uncover prospects.

As an inducement to the employees, other than those directly associated with the electric refrigeration department, a bonus of \$3.00 is offered for each prospect that results in a sale.

"We anticipate our greatest help to be the meter readers," explained J. M.

Eakins, manager of the electric refrigeration department. "They get into the kitchens where they can see whether or not the housewife has an electric refrigerator and where an interview on the subject may be readily opened. When we, as salesmen, call at the homes, we usually tackle the front doors. The housewife is immediately on her guard. She is off her guard when the meter reader knocks at the back door for the purpose of reading the meter."

"Also, we expect good results from our cashiers, for they have an opportunity to contact the housewives as they come into the establishment to pay their bills." Each employee has been given a number of small cards on which to list the prospects' names and addresses, and their own names. The employees have been taken in groups and the subject of electric refrigeration explained to them along the lines of what they should explain to the prospects in order to arouse their interest.

Backing the efforts of the workers is a radio broadcasting campaign. Two periods of one-half hour each are used daily for the radio advertisements. One period is from 9 to 9:30 a. m. and the other from 2 to 2:30 p. m. Most of the program time is given over to musical numbers, but out of each 30 minute period there is approximately 11 minutes of constructive sales talks on the Kelvinator machine distributed by the company.

Named Kelvinator Dealers

The A-1 Building Material Co., Evansville, Ind., reports the establishment of two new Kelvinator dealers, the William E. French Co., 122 Main street, Evansville; and Joseph Bell, Leavenworth, Ind.

BENEFITS OUTWEIGH COMPETITION GIVEN BY POWER COMPANIES

COPELAND PRODUCTS, INC.

630 Lyncaste, Detroit

May 28, 1929.

Electric Refrigeration News, Detroit, Michigan.

In general, we are inclined to agree with your point of view toward the merchandising of refrigerators by central stations. While we have occasional complaints from our distributors and dealers in certain localities, in which it is alleged that central stations are selling upon prices or under terms which make competition very difficult, we agree that the central station, as a whole, has been of great benefit to the refrigeration industry, and that benefits resulting to the industry from their activities, greatly outweigh occasional difficult competition by them in the merchandising field.

In the course of time, we feel sure that this situation will right itself, and we are encouraging our distributors and dealers to present their viewpoints directly to public utility officials so that co-operative measures may be adopted locally between our distributors and the public utilities.

The point of view expressed in the editorial, which you quote from *Electrical World*, is a constructive one which prob-

ably will be endorsed by all manufacturers of electrical apparatus, and which we hope will receive careful study on the part of public utilities.

Our advertising, as you may have noted from copy recently submitted to you, will be co-ordinated with the activities of the National Food Preservation Council.

LOUIS RUTHENBURG,
President and General Manager.

EXPERIMENT PROVES THAT UTILITY MUST PROMOTE APPLIANCES

MUNICIPAL LIGHT DEPARTMENT
Reading, Mass.

Electric Refrigeration News,
Detroit, Michigan.

Replying to yours of May 7 regarding the propriety of central stations merchandising electrical appliances. We beg to advise that we pioneered this business in our territory several years ago when there was no other retail outlet for electrical merchandise.

About eight years ago we attempted to give up the active selling of electrical merchandise and rely on the local contractor dealer to handle this part of our business. Owing to the fact that the volume of appliances sold was practically negligible and especially those appliances which we term "current consuming devices" and which bring in considerable

revenue, we were obliged to again enter the field in order to properly serve our customers and enable them to make full use of the service.

At the present time we co-operate with the local contractor dealers and have had no unsatisfactory results.

From our standpoint, it is imperative that the central station handle electrical merchandise for their customers and also maintain a service department to keep it in satisfactory condition.

Trusting this information will be of service to you, we beg to remain,

A. G. SIAS,
Manager.

ICELECT CORP., ESTABLISHES FOREIGN TRADE CONNECTIONS

The Icelect Corp., Omaha, Nebr., has established trade connections in Argentina, Denmark, Sweden, Brazil, Columbia, Australia, and South America. All foreign business is handled through Melchior, Armstrong & Dessau, New York City.

San Antonio Copeland Agents Take New Display Quarters

Kirkwood & Wharton, agents for Copeland in San Antonio, Tex., have moved their refrigeration display to new quarters on Main Ave. The electrical department has taken over a portion of their new building located at 523 N. Flores St.

Domestic Electric Refrigeration Committee of Metropolitan New York Section, N. E. L. A., Makes Annual Report for 1928-29

60,000 Domestic Electric Refrigerators in Metropolitan New York Consume Annually Current Valued at \$2,520,000.00

AT THE CLOSE of 1928 administrative year this committee concluded its report by stating, "while this report stands completed, our work is only actually begun." By a turn of good fortune, the new committee for the 1929 administrative year was organized with hardly a change in its personnel. The addition of two technicians, experienced in the applications of industrial refrigeration, increased the committee's facilities for investigation and study of the large industrial adaptations of refrigeration. It was considered that the study of these was in order, while primarily, the committee was concerned with the promotion and sale of domestic refrigeration.

It was decided to digress somewhat from the plan of organization of the previous year and divide the committee's activities into four sections, namely, (a) retail residential, (b) wholesale residential (c) large commercial and industrial. The assignment of actual topics for study was as follows:

- (1) Small domestic refrigeration (retail) Mr. Kuneman.
- (2) Small commercial refrigeration (fractional ton equipment, Mr. Skoggs).
- (3) Wholesale residential (apartment house and development, Mr. Beach).
- (4) Large commercial and industrial refrigeration (Mr. Covington).
- (5) Multiple refrigeration installations, Messrs. Kennedy and Beach.
- (6) Water cooling equipment—Mr. Adams.
- (7) Special assignment relative to an analysis of the manufacturer's, dealer's, and distributor's viewpoint—a study of conditions in the field—Mr. Schwartz.

Entire Committee Considered All Subjects

It was felt that more could be accomplished by the committee if the various members would assume the obligation of studying and reporting on their respective assignments. This plan did not work out as was expected and it was decided that the entire committee consider all topics by studying each one at a time. Every member was then at liberty to express his views on the particular subject before the meeting.

The refrigeration committee met in seven regular business sessions, each of two hours' duration, and one special meeting. Its meetings were devoted to the discussion of topics previously assigned, thereby giving the members an opportunity to look up the designated matter in the intervening days.

With the local territory as the field of its operations, the committee was in a position to make observations which proved of great value in its deliberations. Before the committee met a second time, it witnessed a most interesting change in the methods of merchandising, of some of the several large local utility companies. Its attention of course, was focused on those changes only as affecting the promotion and sale of domestic refrigeration. Here the committee by reason of its wide experience in the promotion and sale of this appliance, was given an opportunity to make such recommendations as would prove of exceptional value to those who were directly engaged in the sale of refrigerators.

The previous year found many com-

THE COMMITTEE

Paul Lorch, Chairman
T. J. Daly
J. L. Skoggs
R. F. Moll
M. Schwartz
C. Adams
J. Covington
D. S. Kennedy
T. J. Collins

panies in the field, energetically pushing refrigeration. In one section of New York City, within a very short radius of each other, there were as many as fourteen different manufacturers represented, who maintained very elaborate showrooms where mechanical refrigerators of all styles and descriptions were on display. Each of these companies had their staffs of salespeople in the metropolitan field selling refrigeration. Its effect was bound to be felt, for even by the end of 1928 it was estimated that there were approximately 35,000 domestic electric refrigerators in use in the metropolitan area.

Newly erected apartment houses are seen everywhere placarded with huge signs announcing the fact of their being equipped throughout with electric refrigerators. While this apparent boom proved to be a great lure to many smaller manufacturers, the growing popularity of domestic refrigeration actually created a demand for certain modifications and refinement in design, sometimes necessitating a complete change in the line, which only the larger manufacturers could stand, and resulting in this market becoming less attractive to those manufacturers who had not as yet reached that stage of production.

Refrigerators Greatly Improved

Today we find a greatly modified and improved refrigerator. Boxes are generally more sturdily constructed though not massive in appearance. An abundance of metal trim and other fancy appurtenances giving the box a gaudy appearance are fast disappearing in the design of the modern refrigerator. However, boxes are designed in many optional colors to please the esthetic taste of those who find pleasure in carrying color schemes in their homes to such extremes. The use of gleaming porcelain in the finish of the exterior and interior of refrigerators has increased considerably; in fact, enameled interiors are very rarely seen except in the less expensive small boxes designed for quantity installation in apartment houses. The new

temperature regulator has made the overestimated frozen delicacies a reality.

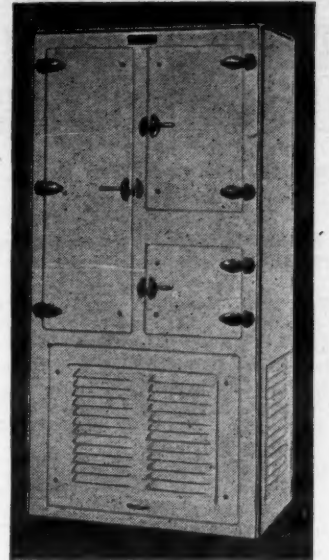
It is noticed that the popular demand is confined to a few makes of refrigerators than were purchased in this area a year ago. It can also be said that in nearly every instance, today, where an owner contemplated building an apartment house, that the installation of electric refrigerators had become a common consideration. Even in older apartment houses, owners are considering the installation of electric refrigeration realizing that their purchase is an investment which will bring immediate returns in increased rents, satisfied tenants, and also by placing their properties on competitive bases with the newer arrivals.

The reduction in price of refrigerators, while slight, has brought them within the means of greater numbers of people who formerly considered such an investment a luxury. The cost of operation of the electric refrigerator is slightly reduced as the result of the improvement in design of the box, the compressor, and the electric motor, which is constructed so as to be especially adapted for that class of service. Noise and vibration have been almost entirely eliminated.

(Concluded on page 12, column 1)

A National Acceptance

The gratifying reception that has been accorded the NEW BOHN SANITOR series is undoubtedly due to its low price—but by no means to price alone, for in every detail of its construction BOHN standards have been adhered to rigidly. Here is a super-quality, all-porcelain refrigerator that is as beautiful in appearance as it is efficient in service. Quantity production brings its price within the reach of the majority of families in your community.



These models together with those of the other famous BOHN Lines combine to make a group of refrigerators that answer every requirement in style, size and price.

Our catalog gives complete information and it is yours for the asking.

Nothing finer can be said of a refrigerator than
"It was built by BOHN."

BOHN REFRIGERATOR COMPANY
SAINT PAUL, MINNESOTA

NEW YORK

CHICAGO

BOSTON

Monel Metal Trim...

always evidence of quality—
always a point worth featuring

THE "Dry-Kold" Refrigerator Company is only one of a number of well-known refrigerator manufacturers who have discovered the sales importance of Monel Metal trim.

Refrigerator buyers, particularly...and the public, generally...have been told over and over again that "quality trim denotes quality throughout". They also know that Monel Metal trim is quality trim because:

1. Its attractiveness is permanent.
2. It is easy to keep clean.
3. It will not rust.
4. It resists corrosion.
5. It has no coating to chip, crack, or wear off.
6. It dresses up the refrigerator and harmonizes with all decorative schemes.

Write for more information about Monel Metal and the educational campaign behind it.

SEND FOR BOOKLET—"MONEL METAL ENTERS THE HOME"

Monel Metal is a technically controlled Nickel-Copper alloy of high Nickel content. It is mined, smelted, refined, rolled and marketed solely by The International Nickel Company, Inc. The name "Monel Metal" is a registered trade mark.



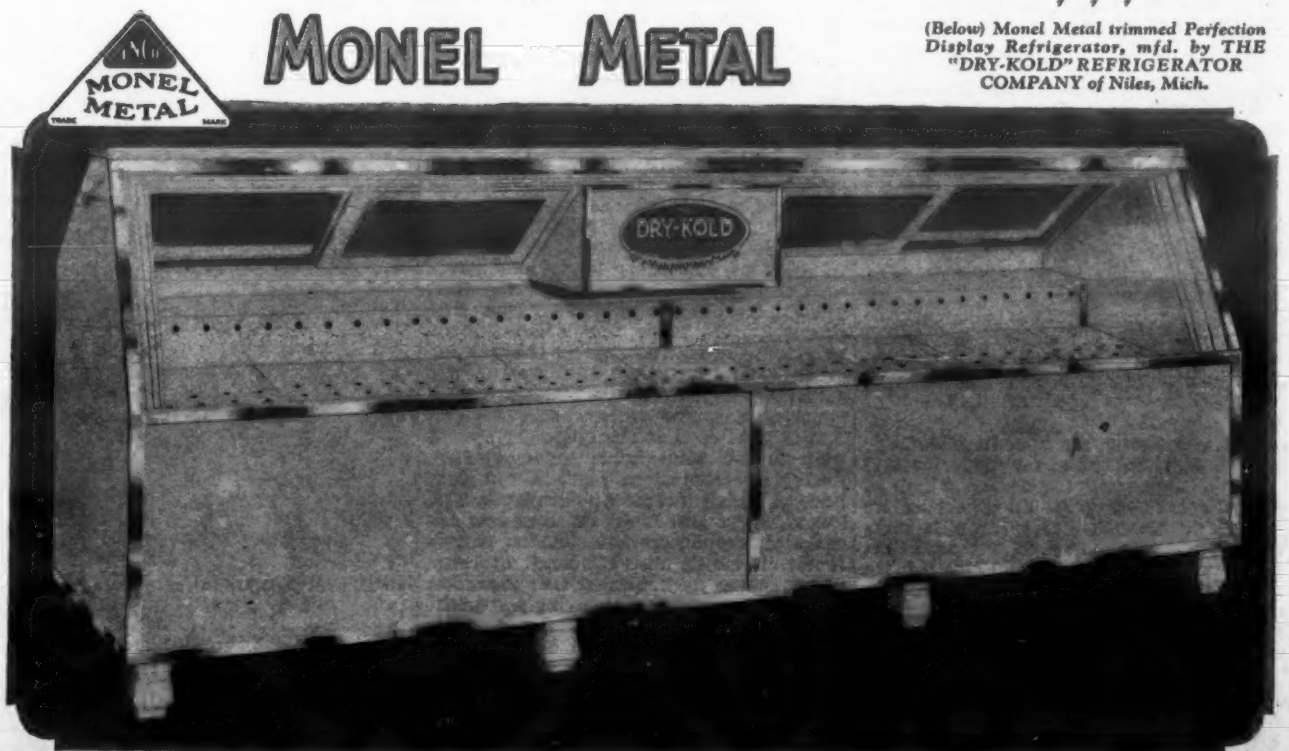
Monel Metal national advertising in color in these two great magazines reaches nearly 5,000,000 prosperous families every month.

(Below) Monel Metal trimmed Perfection Display Refrigerator, mfd. by THE "DRY-KOLD" REFRIGERATOR COMPANY of Niles, Mich.

Hardware Company's Welsbach Display Draws Attention at Texas Fair



Huey & Philip Hardware Co., distributors of Welsbach refrigerators in Dallas, Tex., displayed a number of models at the Texas State Fair. This fair draws not only from Texas and neighboring states but attracts resident and non-resident buyers from South American republics.



THE INTERNATIONAL NICKEL COMPANY, INC., 67 WALL STREET, NEW YORK, N. Y.

HOW LEADING COMPANIES ARE PROMOTING SALES

REFRIGERATION SALES METHODS OF UTILITY HELP SMALL DEALERS

Co-operative Plans Help Sales in Virginia Territory

By L. F. Riegel, General Sales Manager, Virginia Electric and Power Co.

Refrigeration with its many advantages has opened a big field of business opportunities. Sales of electric refrigerators have been comparatively easy. Dealers have increased in number and while competition has become rather keen, only the cream of the business has been skimmed off.

At first, however, too much time and money was spent in talking about the superiority of one make of machine over another. This fact was realized some time ago, in this territory, and the Virginia Electric and Power Co., Richmond, Va., began to direct its efforts into the selling of the real advantages of refrig-



L. F. Riegel

eration, with the result that not only the electric refrigerator dealers have had a wonderful business, but the ice manufacturers have increased their sales as well. The need is being shown and the demand stimulated for refrigeration with a bright future market directly ahead of us.

Through co-operative methods and sales plans that have been constructive in building up the industry as a whole, with no one "knocking" the machine of another dealer, and with everyone boosting the idea of electric refrigeration, a large total volume of business has been handled.

The Virginia Electric and Power Co. feels that they have taken an important part in this development and I am pleased to take this opportunity in outlining our sales policy and activities in this connection.

We merchandise electric refrigerators for the express purpose of developing a larger market for our commodity, electricity. We feel that through our efforts we can help create a greater demand for electric refrigeration, by presenting to the public in an acceptable manner its many advantages. A large market is established in this way and a stimulus added to sales which all active dealers can take advantage of and benefit therefrom. A promotional rate was established to help in encouraging the use of electric refrigerators.

Our salesmen are especially trained in selling refrigeration and devote their entire time to this work. They are paid on a straight salary basis. They are trained to analyze a customer's needs and to sell that equipment which most nearly fills them. They do not "high pressure" sales through nor "over-sell."

Other sales people and employees in general are encouraged to make refrigeration sales or turn in "leads" for our specialists to handle. Sales contests are conducted in which all employees take part, competing individually and by departments for the leading honors, which are recognized by the presentation of cups and medals at a banquet. All year activity is maintained.

Our advertising consists principally of newspaper copy, bill stuffers and street car cards, with newspaper copy absorbing the bulk of our advertising expense, which represents approximately 5% of the gross sales.

The predominating idea in all of our advertising is centered on the value and the advantages of refrigeration, which as stated previously helps all other dealers as well as the ice man. Never is anything said or pictured in our ads. that belittles in any way the value of ice as a refrigerant, its use or method of distribution.

For the convenience of our customers and as an aid to develop more business, time payments are offered. These terms are on a sound basis and in line with other dealers. Credits are carefully analyzed and collections followed up and enforced. The down payment is 10% or more while the period of time allowed is 18 months. The carrying charge is at the rate of 6%.

List prices are maintained except when

special discounts are allowed to close out obsolete models and repossessed stock. Other dealers are advised at such times and before these sales are put on. Special discounts are allowed to employees, to encourage their ownership as they are great boosters. Sales are made strictly on a merit basis and no premiums are offered nor are allowances given for the turning in of old ice boxes.

We maintain at all times close contacts with other dealers, keeping them informed on rates, company's plans and policies. Through our activities dealers have been associated together in the carrying on of refrigeration shows. We have also been influential in having them become members of Electric Leagues.

Our sales forces mingle with theirs in sales meetings and our show rooms are available for use by electric dealers so that they may show their prospects a full line of refrigerators. Consignment of refrigerators to active electric dealers is often made. Commissions are allowed to electric dealers making sales or for "leads" turned in, which result in sales.

We help other dealers to close their sales as it is not our intention to try and "grab" all the business.

It is our belief that the very fact that the public utility sells refrigerators themselves, lends strength to the value of the electric refrigerator, to its dependability and its service. It is prima facie evidence that we approve of the equipment which means much to the electric customer, too. It tends toward stabilizing the market and is a balance wheel for sales methods.

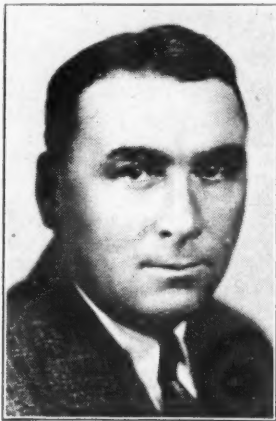
The fine results of our active co-operative policy recommend it highly and we are firmly convinced that the extent to which this business will grow in the future depends in a large measure upon such a policy. A policy of all dealers working together in selling the idea of refrigeration—its values and advantages.

GEORGIA POWER MEN LOOK FORWARD TO ANNUAL CAMPAIGNS

Entire Organization Shows Interest in Drives

In 1928 the Georgia Power Co., Atlanta, Ga., completed successful campaigns on General Electric domestic refrigerators and Kelvinator commercial units.

The spring campaign extended over a



H. E. Pendergraph

period of 52 selling days. Sales of General Electric and Kelvinator units totaled \$641,418; in the fall drive sales reached a total of \$216,745.

In the spring drive which opened on

May 1 this year, sales through May 23 totaled \$560,028 or 74.67 per cent of the total quota. This campaign will close on June 29 and a quota of \$750,000 has been set as the goal. Sales by the Atlanta stores through May 23 totaled \$299,730 or 79.93 per cent of their quota, while the outside districts reported sales amounting to \$260,298 or 69.41 per cent of their quota.

H. A. Pendergraph, merchandise manager of the Georgia Power Co., says "Our two annual refrigeration campaigns have grown to be an event in our sales program and are looked forward to and talked about far in advance of the actual activity. In other words, they mean the same thing to the Georgia Power Co. that the Kentucky Derby means to Kentucky."

"With this enthusiasm and genuine interest on the part of every employee, from the president down the line, our task in the merchandise department becomes an easy one and the job more a sporting event than a task."

"Our prices are no better than those in any other section of the country and our terms are in keeping with established business practices. We have a quota of \$750,000 for our campaign now in progress for the 52 working days of May and June and the present standing and outlook indicates that our sales will run nearer a million dollars than the quota of \$750,000."

M. C. Barnum Now Sales Manager of Wilcolator Co., Newark

M. C. Barnum, formerly with the Zephyr Washed Air Co., Minneapolis, Minn., is now sales manager of the Humidifier Division of the Wilcolator Co., Newark, N. J., manufacturers of heat controlling devices.

SPECIALIZATION AIDS REFRIGERATION SALES OF CENTRAL STATION

Commonwealth Edison Co. Maintains Three Divisions

By E. W. Lloyd, Vice-President, Commonwealth Edison Co., Chicago

OUR methods and policies of merchandising electric refrigeration are in accordance with the general progressive merchandising policies of the company.

We offer to our customers and prospective purchasers, a selection from the models of three nationally known manufacturers. Electric refrigerators are sold on the floor of our main electric shop and branch stores, and by an outside selling organization doing house to house and store to store solicitation.

Through advertising of all kinds: newspaper broadside, electric light bill inserts, bill boards and electric signs, we strive to create interest and desire. Our slogan is "headquarters for electric refrigeration" and this is carried with all advertising.

We are careful at all times to maintain fair prices which allow a reasonable gross profit. We encourage fair competition and respect the rights and privileges of other dealers in our community.

Our promotional sales force is divided into three divisions to encourage specialization. (Concluded on page 7, Column 4.)

TEXAS UTILITY URGES CLOSER COOPERATION WITH RIVAL DEALERS

Frowns on Policy of Knocking Competitor's Machine

By G. B. Richardson, Manager Merchandise Department Sales, Texas Power and Light Co.

PICK the right kind of prospects. Cull carefully the names of customers upon a basis of probable income. That's where we start the merchandising of electric refrigerators.

Having selected the prospects, the next step is to launch a campaign of methodical, patient salesmanship, which involves the personal approach, direct-mail advertising and newspaper appeal.

It is my experience that newspaper advertising and direct circularization should be supplementary, or complementary, to each other, and that calls at the home should closely follow every piece of advertising literature.

These personal visitations to homes should not be indifferently handled. They should not be made by one accustomed to selling anything and everything. They should be left solely to a specialist, to one trained and experienced in electric refrigeration. This man should carry with him the conviction that while the electric refrigerator is not perfect today, it is as near perfection as any other electric device, and that it is not advisable for the householder to delay purchase in the expectation of acquiring something better.

Much of the merchandising activity of Texas Power and Light Company is educational. We talk refrigeration—modern methods of food preservation—fully as much as we discuss the advantages of the particular makes of machine we sell. A sure defeatist policy would be to knock competitors, and every one of our salesmen is urged to go so far as to assist a rival in closing a deal with a ripe prospect. We know that every sale of an electric refrigerator paves the way for other sales, and that the greater the saturation in a town, the better are sales opportunities.

It is natural that the customer should wish to see what he is buying. That makes it essential to carry a complete line of refrigerators on display. The Texas Power and Light Co. conducts occasional demonstrations in its salesrooms, at which talks are made by competent home economists. Our salesmen are regular employees, receiving a straight salary plus a bonus or commission. This plan gives assurance, and at the same time keeps the men on their toes.

Establishments engaged in the manufacture of food and kindred products in 1927 reported to the Department of Commerce a total production valued at \$10,999,789,550 as compared with \$10,373,062,162 for 1925.

A 2¢ stamp will bring you facts on

WILLIAMS ICE-O-MATIC REFRIGERATION

that may earn you

HUNDREDS OF DOLLARS EXTRA PROFIT!

Would you bet a 2c stamp against the chance to earn hundreds of dollars extra profit this year? Then mail the coupon below for facts on the improved Williams Ice-O-Matic refrigeration.

Would you like to sell the refrigeration line that central stations and experienced dealers in every state have proved most profitable? Then mail the coupon now.

Williams offers you a beautiful Crysteel cabinet on every domestic model—from the new Ice-O-Matic Junior up! Women like Ice-O-Matic's dome light, self sealing doors and other perfected features. Men like Ice-O-Matic's almost double cooling capacity that freezes quantities of ice cubes quickly, the silent mechanism that operates less time and lasts longer. Dealers like the rapidly rising sales of Williams Ice-O-Matic refrigeration.

With more than 80,000 owners of its home utilities, Williams has learned how to please purchasers. With dealers in every country in the world, Williams has learned how to help you. Take a chance on a 2c stamp—mail the coupon. Your territory may yet be available for this money-making Ice-O-Matic franchise.

WILLIAMS OIL-O-MATIC HEATING CORPORATION
Bloomington, Illinois

WILLIAMS OIL-O-MATIC HEATING CORPORATION
Bloomington, Illinois
Please explain Williams Ice-O-Matic and the Williams franchise.

Name.....

Address.....

City and State.....

"Hits of the Air"

Williams Oil-O-Matics—Tuesday Nights, WJZ, WGN and associated NBC stations, 10:00-10:30 Eastern Daylight Time. Williams Oil-O-Matics—Friday Nights, WGN, Chicago, 8:30-9:00 Central Daylight Time.

WILLIAMS ENDORSES NATIONAL FOOD PRESERVATION ACTIVITIES

PIONEERING EFFORTS ARE JUSTIFICATION FOR MERCHANDISING

New Jersey Company Has Rigid Refrigeration Program

By H. W. Hennig
Public Service Electric & Gas Co.,
Jersey City, N. J.

The history of the development of electric appliances must constitute the background and to a large extent help formulate the basis of selling electric refrigeration. We all realize that the use of electric appliances involves new methods of work that are quite different from the old methods that were used for years; that the electrical method of doing housework is almost revolutionary.

Housekeepers, like most other people, are prone to firmly fixed habits and ideas and in the early days offered considerable resistance to the adoption of electrical appliances.

Because of these traits the sale of electric appliances in large volume had to be preceded with an enormous amount of educational work of all kinds, such as few, if any, regular merchants could afford.

This educational work actually consisted of changing the nation's ideas regarding the method of performing nearly every branch of housework and raising the average housekeeper to a higher plane of living.

Creating Demand for Appliances

The central station, at considerable cost, shared only by farsighted and courageous manufacturers, had to undertake that educational job as well as that of creating a demand for appliances. Even now comparatively few appliances have such a popular over-the-counter demand that they can be sold in large volume without personal solicitation.

Central stations are still doing a large amount of pioneer educational work for the purpose of hastening the time when electric appliances will be generally used in every way possible, including refrigeration, by all of the people throughout our land; and the time when drudgery will have become eliminated from the life of every housekeeper.

In doing this promotion work, central stations are providing their customers with a more complete service, which must result in great benefit to the customer and also create a condition very favorable to all merchants who sell electric appliances and electric refrigeration. Just when central stations shall cease their large scale efforts to educate the public regarding electrical methods of performance and retire from the appliance and refrigeration business, must be decided by the housekeepers themselves.

When a large variety of electric appliances and electric refrigerators have come into such general use that housekeepers will go to a store and buy them without solicitation, after the same manner in which they now buy non-electric household utensils and refrigerators, then housekeepers will follow their established trends and buy electric appliances and electric refrigerators where they are accustomed to buying their other house furnishings and supplies.

Quality of Service Will Determine Where Prospect Will Buy

Whether the housekeepers will then prefer to buy from central stations will depend upon whether the latter provide a degree of quality and sales service that is better than that of other merchants; whether the central station advertising, displays and special features are more attractive. The central station's selling methods must then be better than those of other merchants if central stations are to offset the trend of customers to stores selling a wide variety of necessary non-electrical goods. This background is presented for the purpose of showing that during this development period, it is very necessary that all central stations that sell electric refrigeration shall do so in accordance with the "Declaration of General Merchandising Principles" which were adopted by the N. E. L. A. and six other national associations directly connected with the sale of appliances and refrigeration, which principles have been widely published.

No Appliance Sold Until Tested and Approved

Following our principles of never selling any type of appliance or apparatus until it has been tested and approved by our laboratory engineers, we have selected for sale two refrigerating units which have passed such tests.

The Public Service Electric and Gas Co., Jersey City, N. J., sells these units at the manufacturers' published list prices and deviate from these prices only on two conditions: the disposal of damaged, shopworn or obsolete models; and units sold in wholesale quantities on a fixed, sliding schedule of discounts. In fixing quantity discounts, we follow merchandising principles and avoid ruthless, demoralizing methods. We sell refrigerating units for cash at the manufacturers' published list prices; and on terms at list price plus 6% carrying charge, the

THE BATTLE CRY OF THE ICE MAN

Each night before I close my eyes and drift away into the clouds of dreamland there flashes before my mind in one last fleeting glimpse of consciousness this question: "What else can I do to stay the ever increasing menace of chemical household competition?" The ice industry is slowly waking to this Goliath and as it raises its ponderous head and bares long white fangs for battle, there comes forth the battle cry through all our journals. Way down here in the South we are reading how our friends way in the North and way out in the West are marshalling their forces to subdue this scourge and with a genuine feeling of thankfulness to those whose expressions are helping me, I take my pen in hand, and in these humble lines you find some measure of assistance, my purpose will have been served.—from "Mechanical Unit Competition," *Merchandising Ice*, May, 1929.

total amount divided into eighteen equal monthly payments. On only rare and peculiarly meritorious occasions do we ever grant terms exceeding eighteen months.

We believe that electric refrigeration, possibly more than any other appliance, requires highly trained salesmen of a type better than the average canvasser. Therefore, our salesmen are very carefully selected from the viewpoint of their character, personality and ability to assimilate information of a technical nature. These salesmen are put through a course of special training, lasting eight hours a day for one week. At the conclusion of the week's training, the salesman is sent out with a supervisor or one of our successful salesmen.

In the meantime he is required to study and pass an examination in a written course of salesmanship on refrigeration, which course the company pays for. The salesman is closely supervised until he has become competent. All salesmen are paid on the basis of a straight commission.

All supervisors are paid a small monthly salary and an over-riding commission on the list price of all sales made by the men under the supervisor's direction.

We believe that the precision and care with which a refrigerating unit is installed determines the amount of service work that the unit will require.

Training of Installation Men

Therefore, every installation man is selected with great care and put through a course of training lasting eight hours a day for one week, after which the installation man works as an assistant to an experienced installation man until the new man has become competent.

During the last three years we have held monthly meetings of our refrigeration installation men, at which time difficult problems were discussed for the purpose of making all of the installation men thoroughly competent.

We have retained so many of our installation men in our service that we have now reduced the number of meetings to six a year.

We have a total of 33 installation and service men working throughout the entire territory. Certain ones are devoting most of their time to installation work, while others devote all of their time to service work.

Each installation man is provided by the company with a telephone in his home so that he can be reached at any time during non-working hours. The men take turns in being available for call for emergency work at any time after hours. The men's telephone numbers are given to our night telephone operators who call the men at their homes in case of an emergency.

We have a rule that all domestic installations must be made within twenty-four hours after placing of an order and we do not deviate from this rule unless we are prevented by something beyond our power to overcome. Of course, this rule does not apply to apartment house and commercial work.

We make special effort to promptly and satisfactorily adjust every complaint made by a customer regarding a refrigeration installation. If necessary, we will go to the extent of replacing a unit or of taking the unit out and refunding the customer's money. We have a rule in our company that a customer must be satisfied and we apply this rule to refrigeration.

We endeavor to publish as much advertising on refrigeration as the business will warrant. This amount is determined in November for the entire following year and we keep our advertising costs within the appropriation.

We endeavor to reproduce the advertisements of the manufacturers, using mat reproductions of the advertisements for this purpose whenever possible. We believe that the manufacturers' national advertising is localized more forcibly in this manner.

In each of our stores we maintain a fixed display which is determined by the size of the office. In all offices we have an adequate display. We believe that our advertising, our displays and our

entire merchandising methods must compare favorably with those of all distributors and dealers in refrigeration, because it is by a central station's merchandising methods that the public can formulate comparisons of the central station's methods. If these do not compare favorably with those of other merchants, the comparison may have an unfavorable effect upon the entire central station organization.

At all times and under all conditions, we make a special effort to maintain friendly relations with all distributors and dealers handling refrigeration.

We take an active part in the Refrigeration Dealers' division of the Electrical League and we are working with these dealers for the purpose of helping to build a demand for refrigeration rather than to develop sharp, competitive methods of making all the sales. We believe that such an attitude builds more business for each and every dealer, including ourselves.

At the same time all other merchants are in every way able to sell, without interference, and to make money from the demand for refrigeration which the central station is spending a great deal of money to create.

DIRECT MAIL HELPS CAROLINA POWER PUT OVER SPRING DRIVE

How 559 Kelvinators Were Sold In Campaign

By H. G. Isley
Appliance Sales Manager,
Carolina Power & Light Co.

FIVE years ago many central stations were discussing the subject of electric refrigeration and the advisability of adding this appliance to their list of merchandising items. We were confronted with the same problem, and during 1925, Kelvinator's products were accepted. For the next two years we followed the plan of selling a limited number of machines in different parts throughout our territory with the view of determining the reaction from the user after same had



H. G. Isley

been in service for a reasonable length of time, as well as the value it would be to the merchandising department.

In 1927 a small sales activity was conducted by the Carolina Power & Light Co., Raleigh, N. C., on this appliance with very favorable results. During this time the public acceptance became so indicative that we, in formulating our sales program for 1928, allotted six weeks to the sale of this appliance. As a result over 1,000 machines were sold during that year.

Previous to the opening of the new year a tentative schedule is made covering the sales activities for that year. In drawing up the program for 1929, arrangement was made to launch a Kelvinator campaign as early in the year as the program would permit. April 15 was decided as the opening day for this sales activity. Preparation and other preliminary work leading up to this campaign were as follows:

It was felt necessary, in order to put over the campaign successfully that two main questions must be solved. First of all, the incentive to the prospective buyer and some form to attract the public in order that desirable prospects might be determined. With this completed it was then necessary to lay out some method of increasing the interest of the salesmen.

It was an ideal time to take advantage of Kelvinator's announcement about the new quiet unit, the low prices and other features incorporated in their 1929 line. In doing this we drew up an odd character in ink black to carry out the announcement of our activity on regulation post cards for a selected list numbering approximately 15,000. We mailed out the first card with this character and the word "Sh-h!" on it indicating a secret was about to be announced. Three days following this and which was four days prior to the opening of the campaign, the second teaser card was sent out using this same character with a different expression with only the word "Silent." One day before the campaign opened an elaborate two-color broadside was mailed to this same selected list. On the outside of the broadside was this odd character with a different expression using a telescope requested "look inside," and inside was our whole story. At the same time

these broadsides were received by the customer a newspaper advertisement appeared which was an exact copy of the broadside, thereby serving as a tie-up in every way.

Two days prior to this all show windows carried the story of the new quiet Kelvinator with its special features and the unusual terms on which these machines were offered during a special period. The above was carried out uniformly and simultaneously in thirty-seven towns. Many of these towns have a population of less than 4,000.

The special incentive offered our customers during this time was a small down payment of \$10.00 on any model and the balance payable in eighteen equal monthly payments. A special trade-in was allowed where the customer was to apply their old ice box as part payment on the new Kelvinator, the trade-in value being based on approximately 6% of the retail price of the Kelvinator model which they purchased.

We employ twenty-six electric salesmen, all of which participated actively in this campaign. Quotas were assigned, making a total of 400 machines to be sold. As a reward for the men making the best job, cash prizes were offered, in addition to their regular commission, to the three salesmen making the best percentage of quota; likewise small cash prizes were offered to the employees and service men based upon the number of machines actually sold by them. This served to encourage closer co-operation between the other employees and the salesmen, and as a result one Kelvinator service man sold as high as 11 machines during this time.

The campaign opened on the 15th of April and extended through a period of four weeks, during which time a total of 559 sales were made. Throughout the entire activity several salesmen held a standing close to leader. The competition was so keen that many of the leading salesmen were leaders for that day, and our usual policy of publishing sales bulletins from this office showed different standings each day, thereby exciting considerable interest and enthusiasm among the different salesmen.

While we experienced a considerable number of cold days during our early campaign, we are expecting to follow up with another intense drive during the month of July, during which time we are expecting to bring our total number of machines for the first half of 1929 much above that record established during the entire previous year.

SPECIALIZATION ASSISTS REFRIGERATION SALES OF COMMONWEALTH EDISON

(Concluded from page 6, Column 5)

ization and to place responsibility; retail, domestic, wholesale domestic and commercial.

Retail domestic covers all sales of refrigeration for domestic use where the quantity of units, or apartments, does not exceed five in any one sale. Salesmen in this division are grouped under supervisors and do house to house canvassing by districts. Their remuneration is on a straight commission basis.

Wholesale domestic covers all sales of refrigeration for domestic use where the quantity of units, or apartments, is six or more involved in any one sale. Salesmen on this work are given territories and specialize on either new buildings only, or buildings already occupied; so-called "old buildings." These men work direct from our main office and are paid on a salary and commission basis.

Commercial covers all classes of sales where the unit is used for purposes other than domestic, such as meat markets, delicatessens, offices, industrial, etc. These salesmen are also assigned to definite territories for canvassing work and are under an experienced supervisor. They are hired on either a straight commission plan, or on salary and commission, depending on their experience and qualifications.

An important part of our sales set-up is our engineering division, which approves all proposed installations before they are made. The engineers also furnish close bond between sales and service, and maintain constant contact with the engineering staffs of the manufacturers.

We install, and service two of the lines which we merchandise, while the third is installed and serviced by the district distributor. Free service and guarantee is for a period of one year, on all three, after which a nominal charge is made for service.

We have stood behind every installation we have made, rebuilding early models where necessary and maintaining service accommodations available at all times. This has retained for us the confidence of our customers, and furnished the foundation on which we are building larger sales, year by year, as this "young load builder" becomes more and more widely used and appreciated.

Ray E. Frink Joins G. E. Sales Force In Des Moines

Ray E. Frink has joined the General Electric refrigerator sales force in Des Moines, Iowa. He will divide his time between the retail salesrooms of the Des Moines Electric Light Co. and the Midwest Refrigeration Co., Des Moines, General Electric refrigerator distributors.

FLINTLOCK CONDENSERS

Efficient — Economical
Compact

Greater Efficiency
at Less Cost

WRITE FOR OUR BOOKLET

FLINTLOCK CORPORATION

4461 W. Jefferson Ave.
DETROIT, MICH.

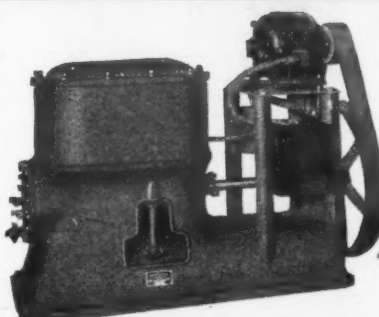
The leading refrigerator manufacturers are buying

BOSLEY'S "Ice Saver" Gasket

for it is the best uniform quality insulation

Write us

The D. W. Bosley Company
1901 Carroll Ave. Chicago, Ill.



Electric Refrigeration Distributors and Dealers

You need the PEERLESS line of compressors.

PEERLESS units give you a COMPLETE line, ranging from one to ten tons.

PEERLESS Perfected Multiple Apartment System is recognized leader in its field. Full details given on request. Our record warrants your most exacting investigation.

PEERLESS ICE MACHINE CO.

515 W. 35th Street
CHICAGO, ILLINOIS

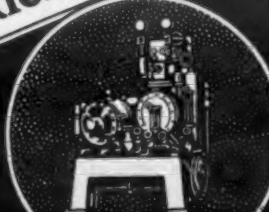
MANUFACTURERS OF ICE CREAM CABINETS

We will build Ice Cream Cabinets to your design ready for installation of compressors

REPLACEMENT PARTS FURNISHED

MOTORS METAL MFG. CO.
5936 Milford St. - Detroit, Mich.

BRUNSWICK-KROESCHELL REFRIGERATION



32 years of continuous and successful application

Capacities: 500 lbs. refrigerating effect and up, covering the entire field of applied refrigeration.
Refrigerants: Ammonia; Carbon Dioxide; Methyl Chloride.

BRUNSWICK-KROESCHELL COMPANY
Refrigerating & Ice Making Machinery
NEW BRUNSWICK, N.J. - CHICAGO, ILL.

How Leading Companies are Promoting Sales

Discussion Continued from Pages 6 and 7

MERCHANDISING GIVES PUBLIC EVIDENCE OF COMPANY'S APPROVAL

Baltimore Company Finds Service An Important Factor

By R. H. Tillman
Manager, New Business Dept.
Consolidated Gas Electric Lt. & Pr. Co.,
Baltimore

I CAN briefly outline our method and policies pertaining to the sales of electrical refrigerating machines, both domestic and commercial. Of course the first thing that was done several years ago was to obtain the best personnel possible to direct and train the refrigeration salesmen. These men were secured and given the job of selecting the men for refrigeration sales. A very intensive training, particularly in company policies and the proper selling of electric refrigeration, was given before any contact was made with prospective customers.

We knew it was necessary to select men that we could depend on through-



R. H. Tillman

out the winter and summer and to prevent the overcrowding and heavy turnover which is usually found in central station sale of appliances. It is our belief that permanent and satisfied employees are necessary to sell and keep sold electric refrigerating machines, rather than having a large force of temporary, untrained representatives, the result of which is overcrowding and heavy turnover in personnel.

At the present time we have 15 men, 12 of whom work on household sales, the remaining 3 dividing their time among builders, apartment house and commercial sales. Our men are compensated by drawing account being chargeable against commissions earned. Each household salesman has a district of his own and is not permitted to work elsewhere. He receives all leads coming from his district, and gets three-fourths of the regular commission for floor sales made for him to prospects coming from his territory.

Avoid Door to Door Canvassing

Due to the great number of calls necessary, and the possible bad effects from door to door canvassing, we bend every effort to obtain leads by other means so that the refrigeration salesmen can spend their time more productively. We might state that two of the best sources of such leads are our employees themselves and our refrigeration users. We supply each employee and each user with prospect cards which they fill in, and pay both a small bonus for prospects not already on record if a sale is made. The adoption of this plan two years ago approximately doubled our sales overnight. Sufficient direct by mail contact is maintained with these two sources of leads to keep the bonus plan fresh in their minds.

A great deal of educational and promotional work is done by our Bureau of Home Economics, which conducts cooking and refrigerating classes for invited groups of club and church women and others, as well as giving radio talks and recipes, prepared and distributed to selected mailing lists.

Monthly Bulletin to 30,000 Families

We regularly insert newspaper advertisements, and publish a monthly bulletin giving the various applications of electric refrigeration to the home, as well as scheduling the activities of the Bureau of Home Economics, recipes, illustrated articles on refrigeration and electric ranges. It is mailed out each month to approximately 30,000 electric customers and active prospects.

Each month we endeavor to have something different to mention, such as premiums, price reduction, a new model, etc., anything which will give our salesmen an excuse for making another contact with prospects, by mail, in advertising and in person. One of the most important points in refrigeration sales is to see that everything is done in ren-

dering prompt service on machines already sold. This service must be given 24 hours per day and be prompt and efficient. This service is given in our territory free of charge for the first year's use of the machine.

We believe that as refrigerating machines constitute one of the large investments in home equipment, as long a term of payment as two years should be given. Of course in some places it may not be necessary to give more than 12 months or 18 months at the most. There is no doubt about the matter, that longer term payments sell more goods, and because of the excellent revenue produced by refrigeration equipment, we should see that good equipment is added to our lines rapidly.

We feel that the public utility company should do a large volume of refrigeration business in order to give the public visible evidence of its stamp of approval of the refrigeration machine and in order not to experience financial loss. While the utility company should set an example and prove the advantage of electric refrigeration by its sales efforts and servicing, we do not feel that it should make competition felt to the point where individual dealers could not successfully compete, for it is probable that greater yearly sales result where there are many active dealers in the field.

While we have approximately 13% of our residential customers using electric refrigerating machines, it is not unreasonable to believe that within five years we should have 25 to 30% of the total residential customers operating electric refrigerating machines.

SAYS MERCHANDISING PLAN IS DETERMINED BY LOCAL CONDITIONS

Methods and Policies Must Be Best Suited to Locality

By H. E. Young
General Sales Manager, Northern States
Power Co., Minneapolis, Minn.

FROM the standpoint of the central station there is obviously no question as to what constitutes the maximum of benefit in the matter of the sale of electric refrigeration. The answer is the maximum amount of electric refrigeration equipment connected to the company's system giving satisfactory service.

The last three words are quite important, since if service is not satisfactory the ultimate development will suffer, although the present development may have been entirely satisfactory. In other words, short-sightedness must not enter into the picture for the sake of momentary volume.

Undoubtedly every central station is working toward this end, even though there may be as many different methods employed as there are different companies. The fact that they are employing so many different methods is a good sign and a healthy sign. It represents independent thinking and it represents, in many cases, policies best suited to local conditions, rather than a cut and dried national policy which would undoubtedly be entirely unsuited to many local conditions. Indeed, it is safe to say that local conditions are such that it requires the employment of a great many various methods and policies to best fit the respective conditions in such a multitude of localities.

A central station is presented with two major problems: First, the problem of doing its share to create a demand for electric refrigeration, that is, developing a market therefor in its respective territory. Second, in conducting its activities in such a way that the maximum number of outlets will contribute the maximum amount of effort in selling this market.

It may be that in some localities of small or medium size a central station, when hooked up with one of the large manufacturers of electric refrigeration, will effect such aggressive methods that the combination makes it very difficult for any other manufacturer of refrigeration to find an outlet in that particular locality, since there would very likely not be a dealer there sufficiently strong and sufficiently well equipped with sales talent to make much of a showing against such a combination.

Nevertheless it can hardly be said that the central station is pursuing an unsound policy, as it is only such a combination that could justify such aggressive efforts, and it is only such efforts that would produce results in that particular kind of a locality. This does not necessarily work a hardship on any manufacturer, since another manufacturer could effect the same kind of a combination in another locality and the results, when taken nationally, would be more volume of business for everybody.

On the other hand, in larger centers

AMPLE SALES FOR ALL IS OPINION OF NASHVILLE UTILITY

Sell Idea and Back It Up With Hard Work Is Slogan

By H. W. Cameron, Manager Lighting and Merchandise Sales, Nashville Ry. & Lt. Co.

WE must all admit that the public as a whole is probably more interested in purchasing electric refrigeration than any other class of merchandise we have to offer at the present time.

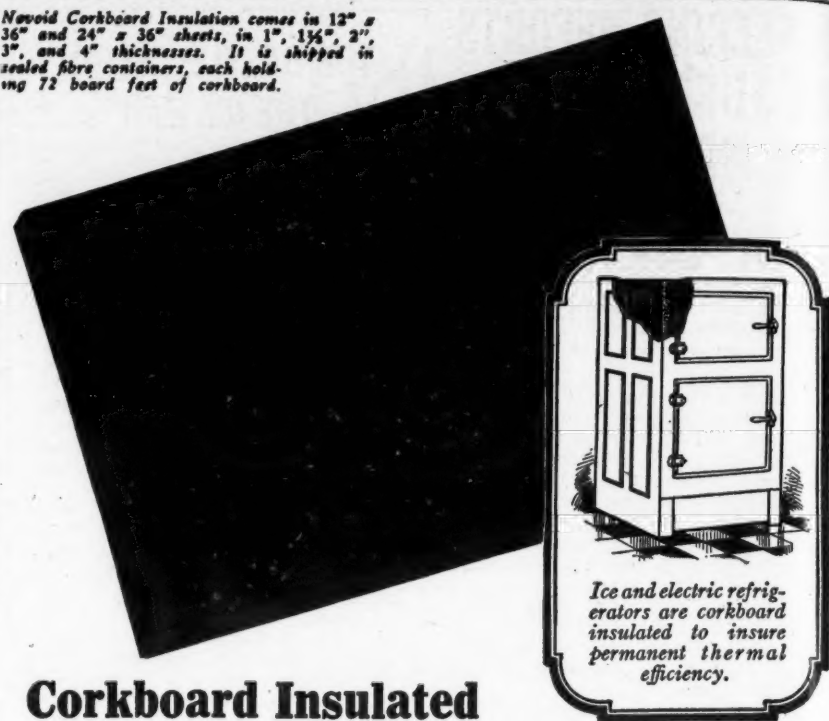
However, when the salesman really gets on the job, he realizes fully that he has practically as much sales resistance as he does on any other merchandise. The biggest thing in his favor is that he will find more people ready to admit they are interested in electric refrigeration than in any other electrical convenience we are selling.

We have tried as far as possible, to lay a picture before the public in our advertising and individual sales talks, so they will really want to buy now instead of buying later on.

To make our various propositions as attractive as possible, we believe it is

(Concluded on page 9, column 1)

Novoid Corkboard Insulation comes in 12" x 36" and 24" x 36" sheets, in 1", 1 1/4", 2", 3", and 4" thicknesses. It is shipped in sealed fibre containers, each holding 72 board feet of corkboard.



Corkboard Insulated

In selling a cabinet it helps to be able to say, "This cabinet is insulated throughout with — inches of Novoid Corkboard." Pure corkboard insulation prevents refrigeration losses and insures the maintenance of low temperatures in the box. Make sure the cabinets you sell are insulated with pure corkboard. Descriptive folder describing Novoid Corkboard Insulation sent on request. Write Cork Import Corporation, 345-349 West 40th Street, New York, N. Y.

Novoid Corkboard Insulation

CORK IMPORT CORPORATION

345 W. 40TH ST. NEW YORK

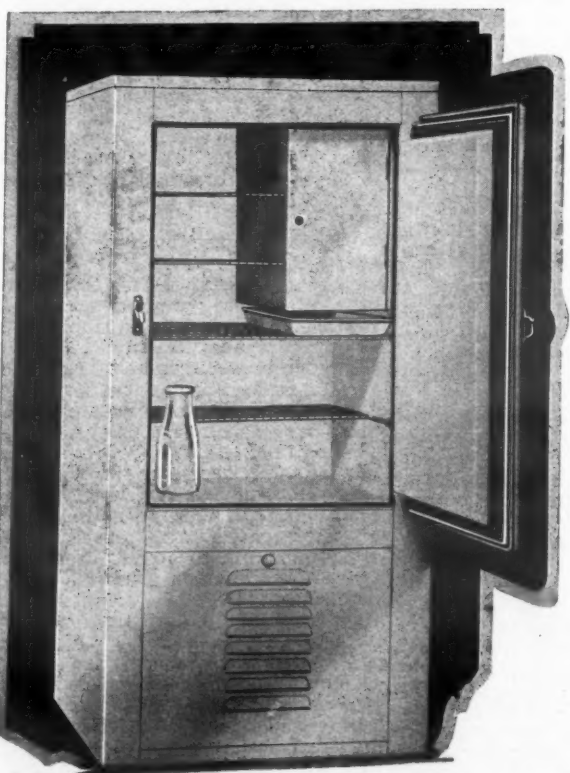
"Permanent Protection for All Refrigeration"

Atlanta, Boston, Buffalo, Charlotte, Chicago, Hartford, Kansas City, Philadelphia, St. Louis, Troy

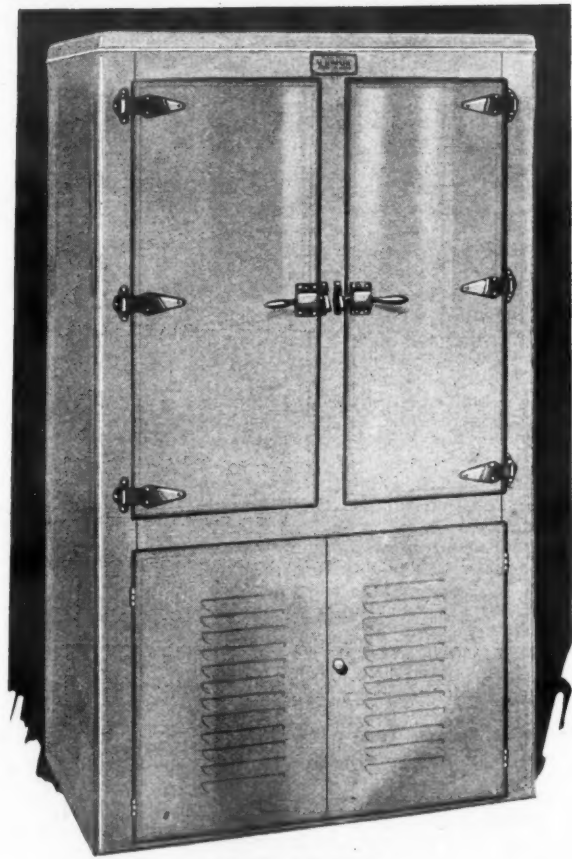
2 PROFITABLE NUMBERS From an Extremely PROFITABLE LINE

YOUR NET profits depend to a large extent upon the SALABILITY of the merchandise you handle, the satisfaction this merchandise gives your customers, and the way this merchandise affects your servicing costs.

Here are two models from the AUTOMATIC line of Refrigerator Cabinets. Each of them is designed to meet a definite need. Both of them are sturdily built and have behind them the thirty-eight years' reputation of the Illinois Refrigerator Company.



MODEL NO. 1101



MODEL NO. 1282

YOU will find that these cabinets (like all Automatic Cabinets) are 15% more efficient than any others you have known. Because of Dry Zero insulation. They have all the features that make the Automatic line an outstanding one. Read these features over. Check them against the cabinets you are now using. You'll see instantly the advantages of handling the AUTOMATIC line. WRITE US TODAY FOR CATALOG AND COMPLETE INFORMATION.

Automatic Super Features

1. DRY ZERO insulation, 15% more efficient.
2. NINE SQUARE FEET of storage space.
3. ELIMINATION of unnecessary trim.
4. PORCELAIN defrost pan.
5. HEAVY STEEL construction, zinc-coated and patent leveled.
6. DRAWN TYPE door pan linings on all doors and sizes.
7. LARGE VARIETY of sizes, styles and colors.
8. THIRTY-EIGHT years of experience behind each cabinet.

AUTOMATIC

REFRIGERATOR CABINETS FOR ELECTRICAL REFRIGERATION
ILLINOIS REFRIGERATOR COMPANY
MORRISON, ILLINOIS

PUBLIC INTERESTED IN ELECTRIC COOLING SAYS NASHVILLE MAN

(Concluded from page 8, column 3)

legitimate to trade in old ice boxes, providing a reasonable amount is given for the old box. Our average price is from five to fifteen dollars trade-in allowance, and never above twenty-five dollars. In all these trade-ins, the salesman must stand his portion of the allowance.

We have also found that letters of recommendation from satisfied users who are well known, help to interest some of our most skeptical prospective buyers.

Another big item in favor of refrigeration sales, is term payments. This gives one an actual weapon to work with by showing the prospective buyer how his present ice bill will help pay for his new purchase. There seems to be a lot of argument on the number of months to be allowed for paying for this class of merchandise, but we have found that twenty-four months seems to take care of our local situation nicely. We have a cash and term price which is strictly adhered to, except in cases where the order is for a large apartment house or quantity orders. On these, we give a discount depending on how many the customer is buying at one time for immediate installation.

Little Use of Premiums

Premiums have never been used by us on this class of merchandise to any extent, except this last spring, when we gave a set of very inexpensive tongs and dessert dishes with each refrigerator sold.

To make a long story short, we feel that anyone selling this class of merchandise, must first sell his prospective buyer on refrigeration. Very few people seem to understand what real refrigeration is. When this idea is sold, and a good electric refrigerator is offered to the public, at a reasonable price and reasonable carrying charges, backed up by a sales organization that is 100 per cent sold on its product and knows how to talk it—there will be ample sales and profits to be of mutual benefit to all concerned. Sell the idea and then back it up with real hard work. That is the best slogan, we believe, for the successful selling of electric refrigeration. This method has placed from seven to nine hundred machines in homes every year in Nashville, and to date has equipped about 70 per cent of the apartments here. Our population is about one hundred and fifty thousand.

UTILITY CO. POLICIES USUALLY DETERMINED BY LOCAL CONDITIONS

(Concluded from page 8, column 2)

additional manufacturers can find outlets, so that a central station policy might best be entirely different. If several outlets can merchandise aggressively and profitably in any community the central station will undoubtedly see that its merchandising conforms to such a policy as to encourage such activities. In no case would a central station want to pursue a policy which would curtail development of electric refrigeration in any way, shape or manner, and it can be taken for granted that if any such policy is pursued it is indeed an exception, and more likely it is the opinion of some individual that such a policy is being pursued, rather than a fact.

There is, of course, a great deal to be said as to the details of central station policies and practices in merchandising electric refrigeration in a given locality. Should it sell one make of equipment? Should it sell several makes? Should it sell no refrigeration equipment, but co-operate with all makes? Should it spend a certain amount of money for general promotional work entirely disconnected from direct selling which would benefit all refrigeration activities equally?

There are differences of opinion on all these details, and there should be. In the first place, conditions prevailing in any given locality have a great deal to do in controlling the practices there, whereas, in the second place, differences of opinion are equally important, and in many cases it would be very difficult to decide whose opinion was correct.

Central Station Will Not Continue Wrong

As a rule it is safe to say that the central station may be depended upon to not make a mistake and continue to make it very long. The development of the company's business is too vital a factor to make it possible to long continue on the wrong track.

The development of electric refrigeration is favored by the extreme good fortune of having several large, strong manufacturing companies in the field, who have backing enough to be able to spend large amounts of money continuously creating a public demand. This is indeed unusual in an article so expensive, so new, and requiring so much time and money for its development as has electric refrigeration. Nothing like it has ever been experienced in the development of central station residential business before.

Central station companies would in-

deed be short-sighted if they should do anything but contribute the maximum of encouragement to the manufacturers who have developed this product, put millions of dollars into plant and equipment, and additional millions into advertising and various other forms of sales activities. Nothing which means so much to central stations has ever before had the benefit of such vast expenditures by other interests for promoting its sales.

Nothing should be done, and I am sure nothing will be done by central stations to offer other than encouragement to manufacturers, dealers and distributors who have done this important work and have invested these vast sums of money.

Manufacturers Can Seldom Question Soundness of Central Station's Policy

We frequently find ourselves disagreeing with certain individual manufacturers upon the way their particular product happens to fit into our particular practice in a given locality. It is seldom, if ever, however, that a manufacturer, when the whole picture is finally analyzed, can question the soundness of a central station company's policy, even though it does not happen to work out the best for that particular manufacturer in a given instance.

The answer to whether a central station's practice in a given locality is the best than can be pursued is, of course, whether or not a greater number of

refrigerators could have been sold by other methods, or could be sold in the future if the practice and policy were changed.

Any central station company which is convinced that an improvement in volume can be assured by a change in the company's practice will, I am sure, not hesitate long to make such a change, and will not let the particular merchandising activities of the company involved have much bearing on the decision.

There has been virtually 100% agreement between the manufacturers of electric refrigeration and the policies of central station companies, taken as a whole. In spite of the fact that central station companies are, as a rule, selling one make of equipment in a given locality, in competition with the various other makes, their co-operation has been such that all manufacturers, almost without exception, have recognized the intense desire of central station companies to contribute to the maximum development of all manufacturers' products.

In spite of the fact that there are plenty of instances where each manufacturer is not able to have the central station for an outlet, nevertheless central stations' interest in their welfare has been most convincing in virtually every instance.

I am sure central station interests would regret nothing more than to have any change take place in this understanding.

WISCONSIN UTILITY EXPECTS LARGE GAIN IN SALES FOR 1929

Satisfied Refrigerator Owners
Prove Sales Asset

By C. S. Mikulesky

General Sales Manager, Wisconsin Gas and Electric Co.

IN the early days of the electric refrigeration experiment, it was suggested that the properties of the Wisconsin Gas and Electric Co., Racine, Wisconsin, merchandise machines for electric refrigeration service in the home, and there were many speculations by the various executives as to the possibilities of this equipment. Our general manager insisted that if such an experiment be tried, that it would first be necessary to experiment in his home.

The first installation that was made therefore, was in his residence, and this machine operated over a year before any contracts were let to sell the product to the public.

A crude display hook-up was made on

our sales floor and put in operation for the inspection of the public. Most people were amazed at the frosted freezing unit and the ability of this little machine to freeze ice cubes.

One of our local salesmen who had a large acquaintance in the city, was given the opportunity to see if the machines could be sold. He approached owners of the finer homes and the first year was able to get three orders. This was not very encouraging, and the merchandising of this product at that time seemed quite a job, but this salesman kept up the study and sales effort pertaining to this equipment and the following year was very much more successful. He would sell an electric refrigerator and install the job himself. Of course this was in the early days of refrigeration. This salesman now has a department, and the service department has been turned over to specialists in that line.

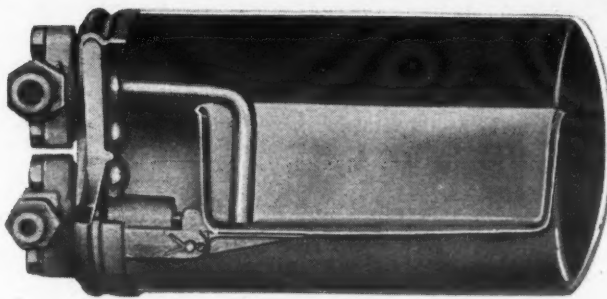
A most friendly co-operation has been maintained with each customer, and we have looked to each customer for new prospective buyers. This system has worked well. The most natural place to obtain prospects is in the home of some customer who has an electric refrigerator. We find that by visiting these homes occasionally to ask how the unit is operating, we almost always obtain the names of other persons who have become interested in electric refrigeration. When one woman has this appliance, her

(Concluded on page 13, column 2)

FEDDERS

STANDARD APPLIANCES

NEW PAN FLOAT VALVES



PHANTOM VIEW

Pan Float Valves

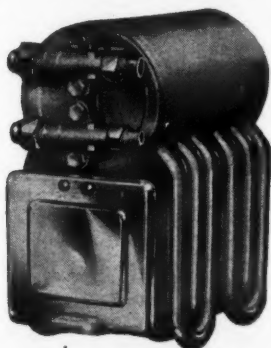
Engineers will appreciate the many advantages offered by this "Pan" type float valve. Pressures are equal on all sides of float, and by removing the liquid shut off valve the fine mesh screen, valve seat and valve needle may be removed for repairs or renewals. The same float is used for both Sulphur Dioxide and Methyl Chloride.

There is a quiet zone in the float where no boiling takes place, and oil which may be in solution or floating on top of the refrigerant carries over into the float in the form of bubbles or by capillary attraction.

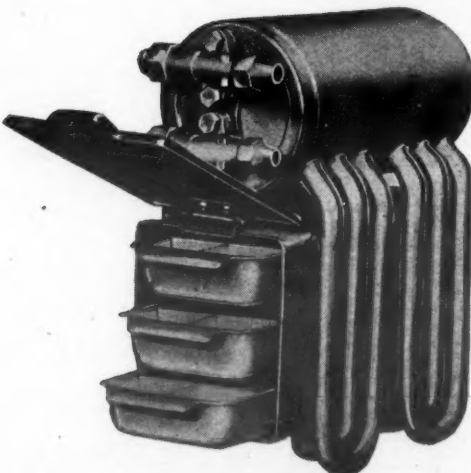
There are 60 standard evaporators for both commercial and domestic application.

Multiple Installations

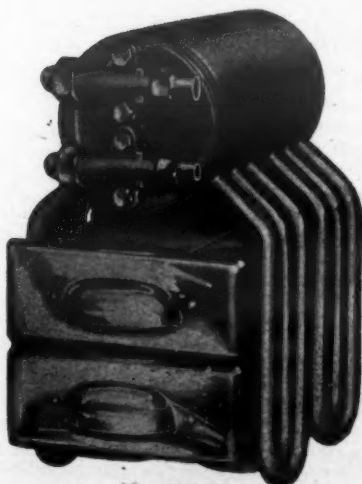
The designs shown here illustrate three sizes of evaporators, which are especially suited for multiple installations, or small cabinet assembly. This splendid operating mechanism not only is more efficient in operation than other types, but owing to economies of construction they are lower in cost.



No. K02



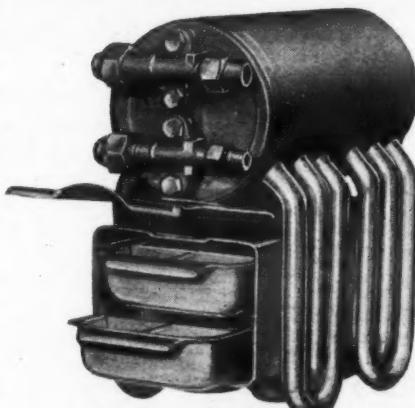
No. K03



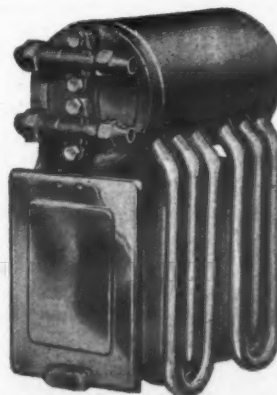
No. K03X



No. E-5



No. K02



No. K03

WRITE
OR WIRE
FOR LATE
BULLETINS
ON
STANDARD APPLIANCES

FEDDERS MFG. CO.

Buffalo, N. Y.

F. B. RILEY

Factory Representative

320 Beaubien St., DETROIT, MICH.

Standard Appliances

(sold only to refrigerating machine manufacturers).

ELECTRIC REFRIGERATION NEWS

The Business Newspaper of the Refrigeration Industry

PUBLISHED EVERY TWO WEEKS BY

BUSINESS NEWS PUBLISHING CO.

350 Macabees Building, Woodward Avenue and Putnam Street
Detroit, Michigan. Telephones: Columbia 4243-4244

Subscription Rates:

United States and Possessions: \$2.00 per year; three years for \$5.00
All Other Countries: \$2.25 per year; two years for \$4.00
Advertising Rates on Request

F. M. COCKRELL, Editor and Publisher

HUGH J. MOORE, Managing Editor

HELEN PENN, Assistant Editor

JOHN DRITTLER, Assistant Editor

Eastern Manager: H. A. DeLashmuth, 1950 Graybar Bldg., New York, N. Y. Phone Lexington 9113

Chicago Representative: P. W. Henkel, 306 S. Wabash Ave. Phone Wabash 6668

Copyright 1929 by Business News Publishing Co.

JUNE 5, 1929

The Weather and Sales

THAT sales of electric refrigerators will vary with the seasons of the year has been taken for granted since the beginning of the business. In fact, manufacturers and dealers have been inclined to take seasonal peaks and valleys entirely too much for granted. Now, the leading companies are beginning to make a determined effort to smooth out the sales curve, principally by aggressively selling the idea of winter refrigeration.

Recently attention has been directed to the effect of the daily fluctuations of temperature upon sales of electric refrigerators, especially those of the household type. One manufacturing executive reports that sales by dealers showed a noticeable falling off about the middle of April following a period of unprecedented demand. Orders had been coming in since the first of the year at an ever-increasing rate when suddenly the flow stopped as if the postman had gone on a vacation. Curious as to the cause, he got in touch with distributors in various parts of the country. As one voice they answered "It's cold here." Thus it appears that thousands of people who would probably have purchased an electric refrigerator during the last two weeks of April postponed the purchase and spent the money for a spring overcoat or another ton of coal.

Intrigued by this phenomenon the News called up the Detroit Weather Bureau for official figures. Sure enough, the first twelve days of April were unusually warm, the excess temperature on one day being 21 degrees above normal. After the twelfth, a cool wave arrived and remained for over a month. Owing to the accumulation of excess temperature prior to the twelfth, the month of April as a whole was somewhat above normal. The first half of May, however, shows a temperature below the average.

Temperature records, compiled by The United Electric Light and Power Company of New York since January, 1925, presented in this issue, also offer a possible explanation for some of the ups and downs of the industry during the past three or four years. A large percentage of the high tension business of this company consists of ice-making and cold storage plants on Manhattan Island and a record is maintained to show the relationship between temperature and the sales of electric current for this classification of the company's business. The charts show that the consumption of kilowatt-hours is directly affected by the variations in temperature.

One of the charts shows the departure of the mean daily temperature from normal, accumulated daily after the method used by the U. S. Weather Bureau. This chart shows that 1925 was excessively hot all through the summer months. It will be remembered that this was the year of big preparations in the electric refrigeration business. Looking at the curve it is easy to understand why promoters, stock brokers and investors enthused over the possibilities of electric refrigeration during that blistering summer.

The year 1926 witnessed the most intensive advertising of electric refrigeration up to that time. All the new companies were working at top speed to turn out machines and the struggle for competitive position was at its height. Lots of electric refrigerators were sold that year—more, it is estimated, than in all previous years combined. Frigidaire, for example, sold 163,943 units in 1926 against a total of 89,310 for the previous five years the company had been making electric refrigeration equipment. But the net results of the year for the industry as a whole were disappointing. The expected demand did not materialize. Of course, there were many unexpected difficulties encountered in both manufacturing and sales departments, but let us look at the temperature chart. Nineteen twenty-six was cold. The accumulative low temperatures continued steadily throughout the year and by December had reached a point way below normal. Those who remember 1926 as a year of grief and blasted hopes may perhaps find some comfort in blaming at least a part of their troubles on the weather man.

Nineteen twenty-seven and 1928 started out warm but cooled off toward the middle of the summer and wound up about normal. During the first three and one-half months of 1929 the temperature has again favored the industry and closely follows the 1925 line until the cold snap already mentioned. Evidently the average condition in the New York and Detroit areas was approximately the same. Electric Refrigeration News will hereafter give close attention to weather reports in order that all possible benefit may be derived from a study of this factor affecting sales.

Referring to the unexpected drop in sales during the latter half of April mentioned above, we suggest that it may be worth while to consider the mental attitude of the salesman at that time. Quite likely he was all geared to sell electric refrigeration on a hot weather appeal and had completely eliminated the all-year refrigeration idea from his selling talk. When the weather man withdrew his support the salesman's appeal fell flat. It has been demonstrated that electric refrigerators can be sold in the dead of winter but the sales talk is different. Perhaps the April experience offers a lesson for the future. Comments of salesmen and sales managers are invited.

Sparklets and Frigidaire Featured in Window Display During Toledo Edison Spring Drive



Sparklet syphons were featured in Frigidaire window displays of the Toledo Edison Co., Toledo, Ohio, during the recent spring campaign when sales for 36 days totaled \$180,703.

ESTIMATES 99 OF 100 CASES OF FOOD POISONING DUE TO POOR REFRIGERATION

Refrigeration was the subject matter of a talk on "Safeguarding the Family's Health," broadcast by Dr. Royal S. Copeland, United States senator, and formerly health commissioner of the city of New York. The address was given April 20 as the closing feature of the General Electric National Radio Program.

Dr. Copeland said: "Ninety-nine out of a hundred cases of food poisoning can be traced to the spoilage of food from the lack of proper refrigeration. It is particularly true of animal food that it must be kept at a low temperature. When once opened, too, the very best of canned fruits and vegetables will deteriorate almost immediately in hot weather unless kept at low temperature by some system of refrigeration. At the temperature of the coldest place in a city home, milk will not keep twenty-four hours without having such a bacterial count as to make it a dangerous beverage."

He stressed the fact that any temperature over 50 degrees invites bacterial growth and contamination.

DENVER DISTRIBUTOR STUDIES TEMPERATURE NECESSARY TO INHIBIT ACTIVITY OF MOTHS

The temperature at which a moth loses all interest in its surroundings and sinks into a state of impotency is engaging the attention of the Knight-Copeland Co., Denver distributors. An installation of Copeland equipment has been placed in the vault of the Clever Cleaners & Dyers, 901 E. Colfax Ave., but has not been placed in operation, pending completion of the plant.

Several agencies have been asked to contribute opinions on the subject of temperature requirements and five conflicting replies varying from 15 to 65 degrees and one suggesting fluctuating temperature have been given. Reply of the Bureau of Standards says "Damage by moths will be prevented if a temperature of 40 to 42 degrees Fahrenheit is maintained. This temperature will not kill the clothes moth or its eggs, in fact much lower temperature will not kill the moths."

Other recent contracts of the Knight-Copeland Co., include that of fifty-seven machines which were sold within one week, thirty-seven of them in one day by V. E. Kirkpatrick, commercial manager of the company. These are all for individual units.

ABSOPURE ISSUES NEW COMMERCIAL MANUAL

Absopure Refrigeration Corp., Detroit, has issued a new "Commercial Sales, Installation and Service Manual" for its dealers and distributors.

A method is given for figuring the equipment required for any cooling job. A chart outlines the B. T. U. capacity that each Absopure condensing unit can handle per hour. Also the method of using the standard data is also described. This sheet facilitates the tabulation of specifications or conditions which must be met in each installation. It takes into consideration location, insulation, area of refrigerator, temperature, difference and heat leakage.

Installation problems are next considered. These include such problems as location, air circulation, placing of condensing unit and brine tanks, thermostats, valves, wiring and other important factors. In the discussion on servicing all parts of the Absopure machine and methods for repairing it are described. This manual contains 29 illustrations and 12 charts.

REQUESTS FOR INFORMATION

Readers who can assist in furnishing correct answers to inquiries or who can supply additional information are invited to address Electric Refrigeration News, referring to the query number.

Seeks Agency

Query No. 247—A reader in New York writes, "Will you kindly advise me if you publish a 'Red Book' or directory of manufacturers of electric refrigerators, or more particularly of compressors and cooling machinery. I might explain that I am in the market for the agency of a large compressor and cooling unit (not ammonia type), to cool walk-in type refrigerators in summer hotels in this territory. These boxes are 12'x12' and 7' and 9' high. One horsepower units have been installed but fail to keep the proper temperatures in the box. Can you suggest some manufacturer who has a strong one horsepower unit which will do this work, or one with a compressor of larger horsepower."

NOTE—The Jan. 2 issue of the NEWS contains a directory of the manufacturers of electric refrigeration systems.—Editor.

General Electric and Frigidaire Insulation

Query No. 248—A reader in Wisconsin asks, "We would appreciate very much if you would advise us about the new type of insulation that General Electric and Frigidaire are using in their household cabinets. We have been told recently by the salesmen of various insulating materials that both of these lines have discontinued the use of corkboard."

Self-Contained Cabinet

Query No. 249—A subscriber in Florida writes, "We are looking for a refrigerator with a machine compartment (self-contained), with a height not over 49½ in. It occurred to us that you could refer us to the manufacturers of such a cabinet."

Directory of Refrigerator Manufacturers Query No. 250—A reader in Oregon asks, "We would like to secure a pamphlet or catalog giving the names of all the refrigerator manufacturers in the United States."

NOTE—The May 8 issue of the NEWS contains a two page directory of refrigerator manufacturers with specifications of the cabinets made by each.—Editor.

APPROVES CUT-IN RELAY FOR PROTECTING SYSTEMS WITH CIRCULATING PUMP

NOTE—In the Feb. 13 issue of the NEWS on page 9, H. P. Greggerson, Kelvinator service manager of the Northwestern Public Service Company, Huron, S. D., suggested a hookup, using an automatic cut-in relay, for protecting refrigeration systems using a brine pump. Copies of Mr. Greggerson's letter were sent to several manufacturers with the request that they offer their opinions. Letters were received from the Brunswick-Kroeschell Co. and Peerless Ice Machine Co. Following is a further comment on the subject.

GEORGE B. BRIGHT CO.
Refrigerating Engineers and Architects
Detroit, Mich.

May 24, 1929.
Electric Refrigeration News,
Detroit, Michigan.

Gentlemen—I am in receipt of yours of the 15 inst. enclosing a clipping of H. P. Greggerson's suggestion on the use of an automatic cut-in relay for the protection of refrigerating systems using brine circulating pumps.

I believe that the suggestion would be very useful in connection with refrigerating systems having brine coolers, as it sometimes happens that the circulating pump will stop due to a blown fuse or other causes, and consequently, the refrigerating machine will continue to run, thereby freezing the brine cooler on account of no circulation through it. The suggestion would certainly overcome this difficulty, and would be well worth while.

Yours very truly,
GEORGE B. BRIGHT.

\$132,000,000 RADIO SALES REPORTED IN YEAR'S 1ST QUARTER

Reports from approximately 20 per cent of the 39,159 radio dealers queried in the Apr. 1, 1929, quarterly survey of stocks in dealers' hands, conducted by the Department of Commerce in cooperation with the Radio Division of the National Electrical Manufacturers Association, showed a volume of business of \$25,540,245 for the first quarter of this year, or an indicated total retail sales volume of \$132,000,000.

Indicated total retail sales volume figures for the Jan. 1, 1929, and Oct. 1, 1928, quarterly surveys are placed at \$186,000,000 and \$96,000,000 respectively. Returns from the three available quarters of the 1928-1929 radio season, therefore, show an indicated grand total of \$414,000,000. On this basis the previous estimate of \$650,000,000 for the full radio year of 1928-1929 will probably be realized.

The average volume of business per dealer reporting for the first quarter of 1929 was \$3,370 as compared with \$5,790 for the last three months of 1928.

The dealers reported 139,347 electric sets and 15,623 battery sets sold during January, February and March, 1929. The average volume of business per set sold amounted to \$165 as compared with \$158 per set for the last three months of 1928.

Sixty per cent of the total replies, which originated in the New England, Middle Atlantic and East North Central states, showed that 59 per cent of the total business reported for the United States was consummated there.

NEW BOOK GIVES ANALYSIS OF TRADE IN NEW ENGLAND AREA

An analysis of trade territories and facts on which to evaluate the market of New England are given in *Market Data Handbook of New England*, recently published as the third volume of the Commercial Survey of New England, made by the Department of Commerce with the assistance of the New England Council.

The book includes outlines of major wholesale and retail trading areas with corresponding scales of distribution, national, regional or local. Railway and highway maps are included.

Market statistics on population, wealth, standard of living, and trade outlets are combined so that market potentialities for any area or combination of areas may be evaluated.

G. E. Announces Sales Course For Apartment House Salesmen

A six lesson correspondence sales school course for apartment house specialists of dealer organizations is announced by the electric refrigeration department of the General Electric Co., Cleveland, Ohio.

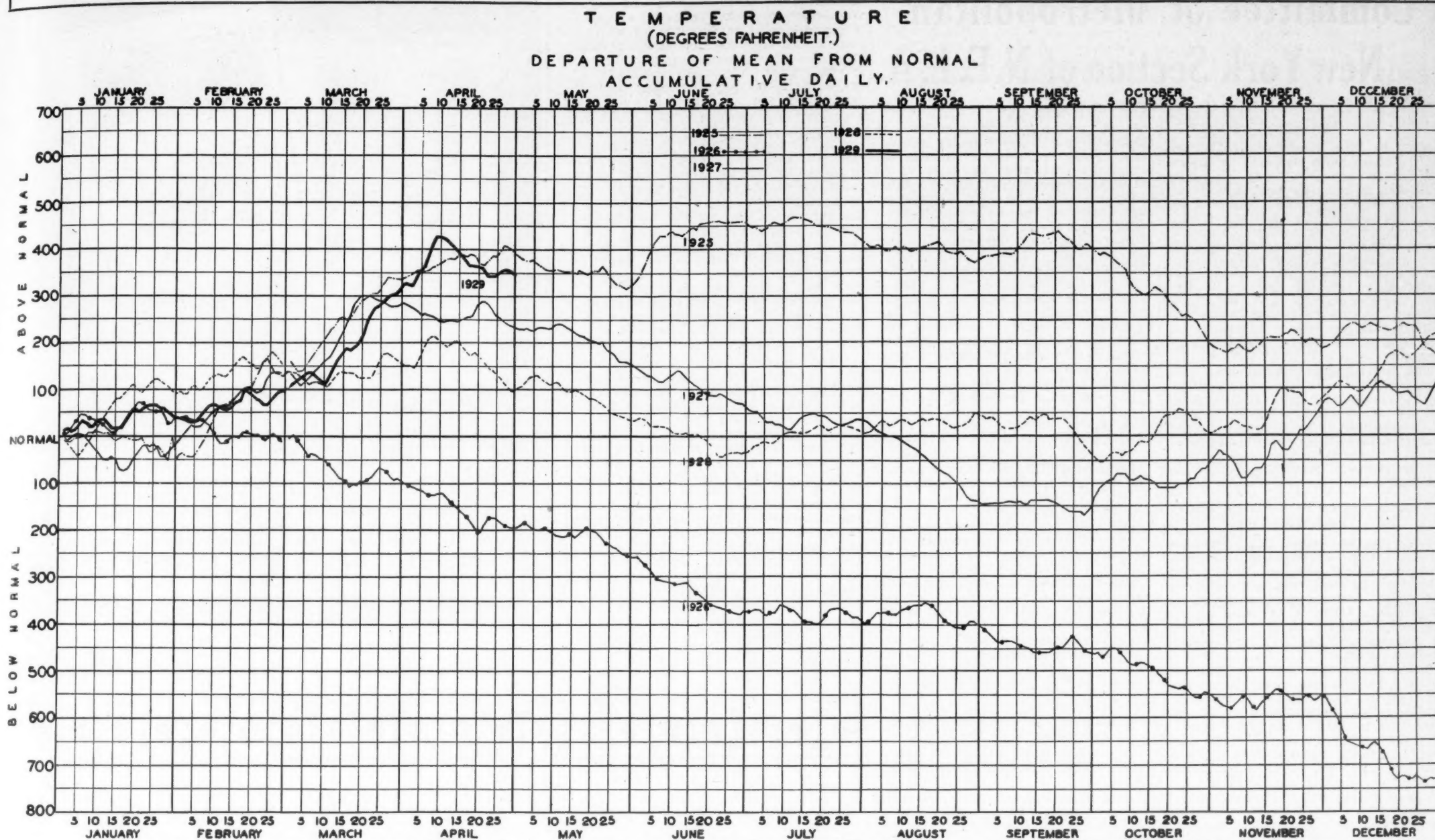
The course covers the apartment house market, the product, the prospect, the apartment house specialist and sales procedure. It is highly instructive, and supplements the correspondence course for retail salesmen.

The G. E. retail salesmen's correspondence course has an enrollment of 11,000 since its inception less than one and one-half years ago.

Evansville, Ind., Distributor Increases Capital Stock

Refrigeration Products, Inc., 321 Main street, Evansville, Ind., distributors of Frigidaire for southern Indiana, Illinois, and western Kentucky has increased its capital stock from \$45,000 to \$100,000, according to Paul Jones, president and general manager.

Charts Show Temperature's Effect on Refrigeration Business in New York



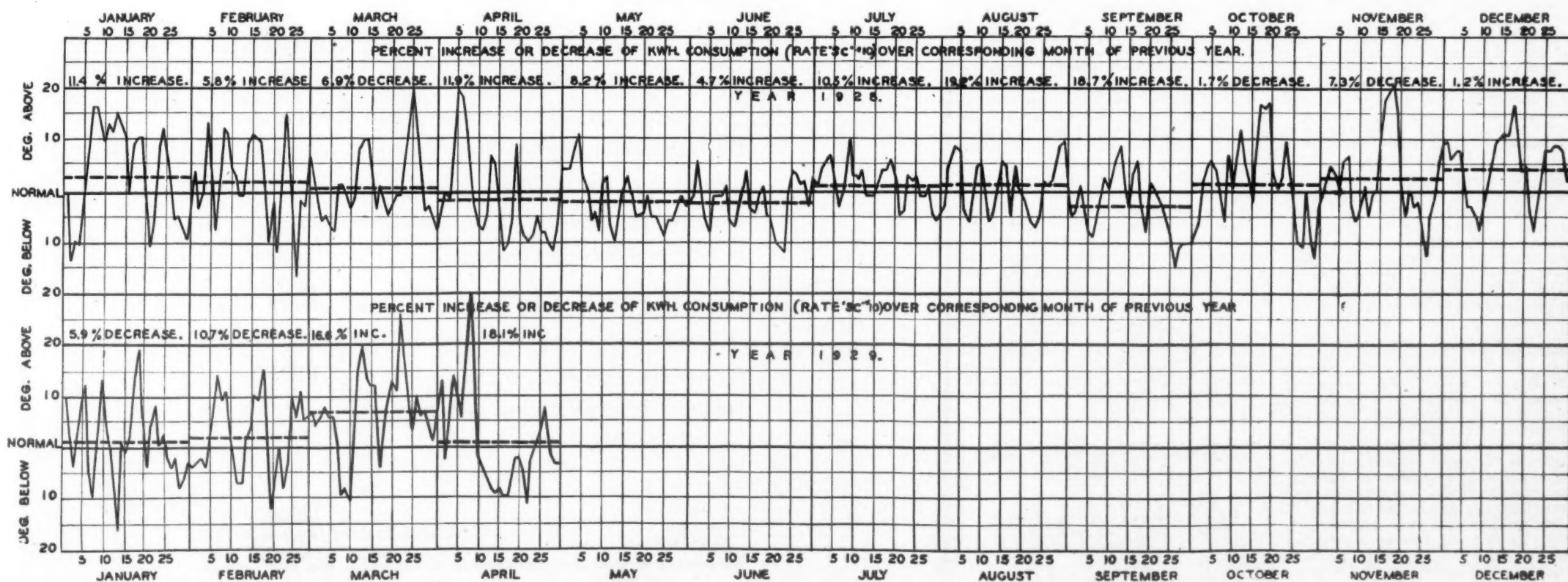
The chart above, prepared by the United Electric Light and Power Co. of New York, shows accumulated daily departures of mean from normal temperatures for years of 1925, 1926, 1927, 1928 and until April 30, 1929. Normal is indicated by the straight black line running horizontally through the center of the chart. Note how closely the 1929 curve is following that of 1925.

On the chart below, which covers 1928 and through April 30, 1929, the effect of temperature variations on current consumption by ice making and refrigerating plants is shown. The dotted lines indicate the monthly average departure from normal.

TEMPERATURE ANALYSIS

DEPARTURE OF MEAN FROM NORMAL AVERAGE

PERIODS JAN. TO DEC YEARS 1928-1929.



DOTTED LINES INDICATE MONTHLY AVERAGE DEPARTURE.

Above Normal Temperatures Early in Season Stimulate Refrigeration Sales

By S. Bennis Power Engineer, The United Electric
Light and Power Company, New York City

I AM sending you herewith, by air mail, two original tracings showing the temperature analysis departures of mean from normal averages, and another curve showing the accumulated daily temperature departures of mean from normal over several years. This shows very splendidly how the 1929 curve is closely following that of 1925 and we should expect a pretty close parallel of temperatures for the coming year, resulting

in good refrigerator sales and consumption from ice-making and refrigerating business.

The United Electric Light and Power Company has maintained these temperature charts since 1925 as a basis for analyzing the relation between daily and seasonal fluctuations in temperature and the demand for electric current for ice-making and cold storage purposes. It is interesting to note that the increases

or decreases in kilowatt hours are affected directly by temperature and the effect of domestic electric machines has not been felt by the ice-making industry in New York City.

In reference to the plotting of the temperature chart, this is obtained as follows: The daily curve is the departure of the daily mean from the daily normal. The daily mean is the sum of the maximum and the minimum of the given day divided by two. The daily normal is determined as follows:

The daily means for five days are added together and the sum divided by 5. This daily average is assigned to the third day of the five above added. The daily average is also found for the corresponding day in all the preceding years on record. These daily averages added together and their sum divided by the

total number of taken years on record give a mean of the daily averages for that day (in all the years on record).

The mean of the daily averages for the corresponding day in the preceding and the following month is then found by the same method. Then these means in the preceding, following and current months are added to the sum divided by three. The quotient is the daily normal.

Example—Find the daily normal for Jan. 6, 1927.

(a) Add the daily means for Jan. 4, 5, 6, 7, 8, 1927 and divide by 5; the result is the daily average for Jan. 6, 1927.

(b) Similarly find the daily average for each preceding Jan. 6 on record.

(c) Add these daily averages and divide by the number on record.

(d) The figure so obtained is a mean of daily averages for Jan. 6.

Repeat operations (a) (b) and (c) for the 4, 5, 6, 7 and 8 of Dec. 1926. The figure (e) so obtained is a mean for December corresponding to (d) for January.

Repeat (a) (b) and (c) for 4, 5, 6, 7 and 8 of Feb. 1927. The figure (f) so obtained is a mean for February corresponding to (d) for January.

Add d plus e plus f and divide by 3. The resulting quotient is the daily normal.

The monthly average departure is found by adding the departures above normal and adding the departure below normal. The sum of these two sums divided by the number of days in the month gives the average monthly departure.

Annual Report, Refrigeration Committee of Metropolitan New York Section of N. E. L. A.

(Concluded from page 5, column 3)

inated in the modern refrigerators, making them more desirable for apartment house use.

There is no doubt but that the industry needs a better trained service personnel. The "hit and miss" method of repairing inoperative machines is largely responsible for the service managers' worries and also is generally detrimental to the entire domestic refrigeration industry. An investigation revealed that fact that most service troubles were not, as is generally believed, the fault of the machine but largely due to careless handling, faulty installation, and "slipshod" servicing.

The committee contended that if it were possible to overcome the abuse incident to shipping and transportation, and a more scientific application be made to the methods of assembling, installing and servicing of these sensitive machines, all manufacturers would benefit by better performance, fewer complaints and satisfied users.

Utilities Should Push Refrigeration Year 'Round

There has been much improvement in the promotion of refrigeration as an all year round need, although there is still a tendency to consider it as a seasonal enterprise. Utility companies should assist in this endeavor by featuring refrigeration displays in their showrooms in the winter months as well as the summer months.

The refrigeration industry has received considerable free advertising through the radio talks by prominent food experts, who have been driving home the message of the importance of proper food preservation and the dangers to health through carelessness in this direction. The value of radio talks on the benefits and economies of electrical refrigeration cannot be overestimated and the committee is of the opinion that the good results obtained through this activity should be an incentive for all the dealers to organize and support a lecture bureau. This group would not necessarily be required to feature any particular makes of refrigerators, but would confine their activities to food preservation and all of the numerous advantages incident to domestic electric refrigeration.

The vast radio audience representative of the great numbers of home people who are appreciative of the wonders and benefits of this scientific age, could be convinced that possibly, after all, the origin of happiness in the home is nearer the kitchen where the food is prepared, than the parlor. Music does not relieve indigestion. Some of our many window "ice" box users might be interested in learning that only about 19 days out of 365 do we have outdoor temperatures suited for proper food preservation, but we always have dirt, dust and fumes.

Endorses N. E. L. A. Direct Mail Campaign

This committee again endorses for local consideration, as an effective means of developing sales, the direct mail, year-round, advertising campaign as sponsored by the Electric Refrigeration Committee Commercial National Section, National Electric Light Association of 1928. This very attractive and effective set-up consists of a series of letters and printed mailing pieces for the twelve months of the year together with a workable plan for a personal contact follow up. The campaign has already been used by several utility companies, refrigeration interests, and dealers throughout the country, with a measurable degree of success.

There seemed to be a general lack of activity in the small commercial branch of the domestic refrigeration industry. It appeared that the poor progress made in this field was due to the fact that its application was not being properly presented to the purchasing storekeeper, who, naturally would not be familiar with the many factors to be considered in the production of the most efficient kind of refrigeration. If the commercial salesman would sell refrigeration instead of just machines, this branch of the industry would be in a better condition than it is now.

It was recalled how a few years ago high pressure methods were applied to the sale of commercial equipment by newly organized crews made up of men formerly affiliated with automobile sales organizations. These men, who were more or less mechanically inclined, found no difficulty in satisfactorily completing the technical and sales courses in refrigeration, and in the short space of two weeks were ready to accomplish in refrigeration, feats which the more conservative and considerably more experienced refrigeration experts would hesitate to attempt.

Exaggerated promises of machine performance resulted in many sales, but it was not long before the storekeeper realized that possibly he might have been better off, had he continued to use

the old method of refrigeration. In planning some of these faulty installations, it did not seem as though any technical consideration was given to the many requirements essential to correct refrigeration. The average small storekeeper with his limited capital did not feel inclined to be a party to experimental refrigeration research at his own expense.

The commercial refrigeration salesman who prepares his estimate to meet a certain price, and who in doing so, gropes around for the machine and equipment to serve a particular box, otherwise not suited to give the best results, is personally responsible if prospective customers are prejudiced by the complaints of dissatisfied users.

The committee condemned the practice of salesmen just featuring the bare cost of the machine, and then after having interested the prospect to bring in the other various items incident to a complete installation such as removing bunks, installing new baffles, repairing refrigerator doors and finally extending electric wiring. It was contended that this "piece meal" method of selling refrigeration was just as detrimental to its widespread use, as the practice of just selling a price.

The importance of small commercial refrigeration as a desirable load and also the many benefits derived by the user as well as the general public requires the continued application and study of those engaged in its promotion with a view towards arriving at some plan of activity which would stimulate and promote the use of such equipment.

Estimate 60,000 Domestic Units in Metropolitan New York Area

It is estimated that there are approximately 60,000 domestic electric refrigerators in use in the metropolitan area of New York. At 50 kilowatts as an average monthly consumption, and \$.07 per kilowatt as the average rate, the annual revenue for this class of business amounts to \$2,520,000.00.

From these figures it may appear that the business of the ice manufacturers has suffered as the result of the widespread use of electric refrigerators. Contrary to this opinion, are the statements of the executives of the ice industries who openly laud the educational advertising and propaganda directed against faulty methods of food preservation, as actually benefiting their business. They contend that window boxes are becoming less popular, for many people who had no means of refrigeration during the summer months are now buying ice, and the great numbers of people who considered it economical to use very little ice are beginning to realize that it is more economical to properly preserve perishable foods.

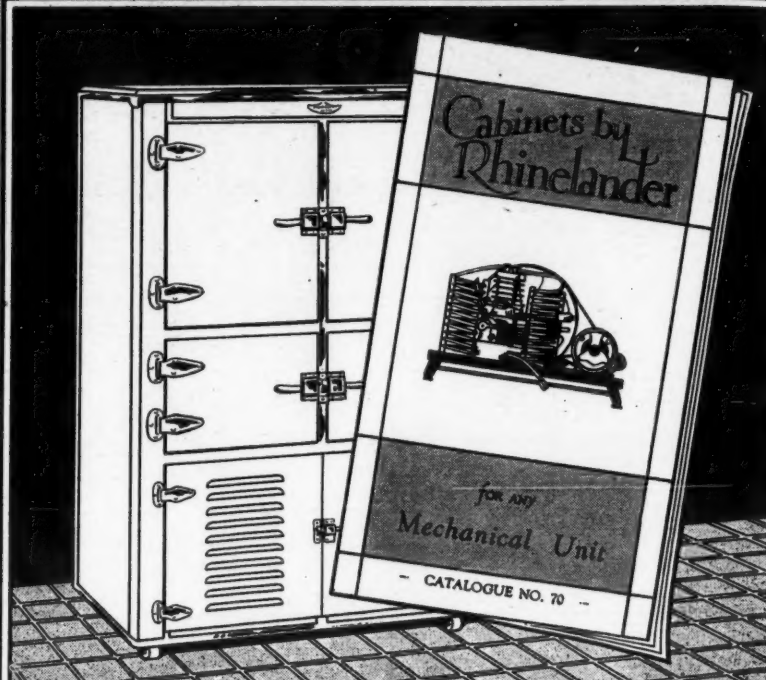
The committee has been conducting a study of the relative merits of the central plant, brine circulatory system of refrigeration, (not permitted in apartment houses in New York City) and the individual units. As the complete figures have not as yet been prepared, the committee is not in a position to make any definite statements regarding their relative efficiencies. It appears however, that the cost of operation of the central plant, brine system is greater per box than the multiple system operating under the same schedule of rates. At the time of the writing of this report, word reached the committee that the manufacturer and erector of a certain central plant brine system was conducting rather elaborate experiments to determine the

cost of operation which was greater per box than they had estimated at the time of the installation. In this particular instance every box was replaced with one of better insulation characteristics, and incidentally, the boxes removed had more and better insulation than the average domestic electric refrigerator for apartment house use. As soon as all of the data has been compiled pertaining to several typical installations, the committee shall be pleased to supplement its report.

At this time, the committee desires to commend *ELECTRIC REFRIGERATION NEWS*, the business newspaper of the refrigeration industry, published in Detroit, Michigan, for the invaluable service it is rendering to those interested in this field by keeping them constantly informed of the very latest developments in the industry. This publication is more than just a business organ, it is a comprehensive reference library of the domestic refrigeration industry. The committee feels that *ELECTRIC REFRIGERATION NEWS*, has contributed in a measurable degree to the promotion of domestic electric refrigeration, and it is therefore entitled to its commendation.

Recent surveys have revealed the fact of the ability of the electric refrigerator to build up the valleys of the load curve of the central station, and have shown that the refrigerator creates a general annual revenue, per kilowatt of demand, than any other electrical appliance. The growth of public acceptance of this outstanding electric household utility, and its importance as a most desirable load builder should be an incentive to further stimulate sales activities in the interest of its continued promotion. This can only be accomplished by intensive and intelligent application to those methods to be followed in the sale of refrigeration.

Although this report now stands concluded, the committee is mindful of the need of the continued study of those problems relating to the constant development of the domestic electric refrigeration load.



PROFITABLE SALES

Selling Rhinelander "Airtite" cabinets equipped with standard mechanical units invariably means increased profits per sale. These beautiful refrigerators in white and colors make an instant appeal to the most discriminating prospect. May we send you catalog No. 70 and complete price information?

RHINELANDER REFRIGERATOR CO.
RHINELANDER, WISCONSIN

REFRIGERATION is served by three independent industries, each aggressively competing for leadership.

Misgivings still remain from the early days of mechanical refrigeration. These can be effectively removed by the manufacturers and distributors of electrical refrigeration units through the use of impartial test data. Test reports will prove highly effective in creating the faith and confidence needed to hold and increase business.

Electrical Testing Laboratories offers its facilities to the electrical refrigeration industry that it may Know—by Test and prove—by test that it merits the favor of central station merchandisers, distributors and the public.

Know—
by Test

Electrical Testing Laboratories
80th Street and East End Ave.
New York N.Y.

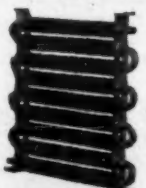
DRINKING WATER FAUCETS

for
Refrigerators - - Water Coolers
New model now available for
use on city water pressure



Cordley & Hayes
1 Leonard St. New York City

Specify ROME CONDENSERS



One Piece Construction
Rome Turney Radiator Co.
ROME, N. Y.

COOPERATIVE METHOD HELPS BOTH DEALER AND POWER COMPANY

THE SHAWINIGAN WATER & POWER CO.,
Power Building, Craig St. West,
Montreal, Canada

May 20, 1929.

Electric Refrigeration News,
Detroit, Mich.

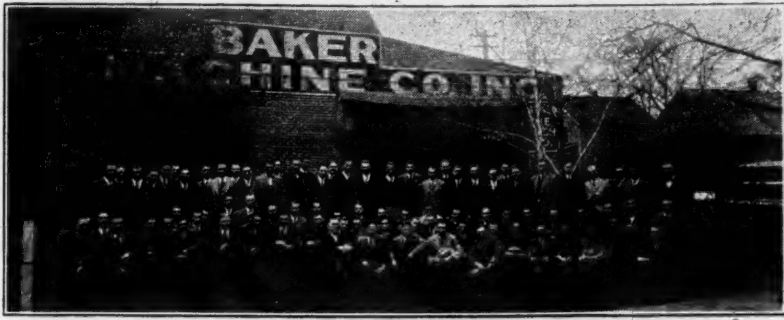
Your letter of May 8th, addressed to Mr. Gregory, accompanied by page of the "Electric Refrigeration News" of April 24th calling attention to the attack on the merchandising methods of central stations and outlining in a very fair editorial the situation as you see it, has been given consideration.

The Shawinigan Water & Power Company is a power company producing electricity in large volume, selling wholesale to the Montreal Light, Heat & Power Consolidated and to a number of large power users who take from 5,000 to 50,000 horsepower. Its domestic distribution is done through subsidiary companies, who cover some 350 municipalities. Until a few years ago very little electrical merchandising was done by the subsidiaries, but it became evident that local dealers were not doing electrical merchandising in a proper manner, and in many municipalities there was no opportunity for a customer to purchase electrical appliances. This led to the decision that it was necessary to embark on a merchandising policy which would at least give the customers a chance of securing appliances, and at the same time favorably affect the company's load.

With this in view, and also having in mind the possibilities embodied therein for better public relations, a broad merchandising policy was adopted. This policy involved merchandising quality appliances, to be sold at the regular prices, and in a manner that would not jeopardize the interests of people already in the business. Following the adoption of this policy it was considered advisable to secure greater dealer co-operation, and consequently arrangements were made with electrical dealers whereby, when any specific sale or campaign is organized, they are made part and parcel of it, the company advertising the names of the dealers as well as the local distributing company, and in some districts the company has carried the accounts for the dealers where they have made sales on time.

We also organized the electrical contractors in several districts, and put on wiring campaigns of which they got the benefit. Further, we organized a convenience outlet campaign and gave the wiring contractors a bonus of 50c for each single outlet and 75c for each double outlet installed, on presentation of the electrical examiner's certificate.

Nebraska University Students Visit Baker Ice Machine Factory



The junior and senior engineering students of the University of Nebraska recently inspected the plant of the Baker Ice Machine Co., Omaha, Nebr. The group is shown outside the factory.

In brief, our general policy is to co-operate to the fullest extent with electrical dealers in connection with merchandising.

We have gone even further, and are trying as an experiment in one large centre, giving a bonus to electrical dealers of 50c per kilowatt of rating on all appliances sold. This is a cash bonus paid at the end of the month, and we believe it will further improve relations and stimulate the dealer to make a greater effort towards electrical merchandising.

Since adopting these policies the merchandising in our own stores has increased fivefold, and we believe the record of the dealers is along the same line. It is our firm conviction that a cooperative policy such as above outlined produces harmonious relations, better merchandising, and increased goodwill throughout the territory covered.

FRASER S. KEITH,
Merchandising Manager.

WISCONSIN CENTRAL STATION ANTICIPATES LARGE GAIN IN SALES

(Concluded from page 9, column 5)
friends and neighbors want one.

We have used direct mail literature and have done newspaper advertising in conjunction with the necessary house to house work, which is required in merchandising any appliance for the home.

We have always been careful about explaining electric refrigeration to the prospective buyer in a conservative way. It is much better to tell the customer



C. S. Mikulesky

that it will require a longer running time to refrigerate their foods than we know will be required, or it is also policy to explain that it will take a little longer time to freeze ice cubes, than to place this estimate lower than will be required. This leaves a very favorable impression on the buyer, as they will invariably come back and tell us that they are delighted with their equipment and that it cost less to operate than we estimated, or that they must have a particularly efficient machine because it does many things more efficiently than explained to them.

We have found that time payment arrangements are accepted by the majority of purchasers, and we find it also a very good plan to ask the purchaser what down payment they would like to make rather than to name our minimum down payment. In most cases the purchasers will offer a down payment at least double the payment actually required.

Commercial equipment for butcher shops, grocery stores, clubs and other business houses, are selling more readily now than ever before. The commercial users are well pleased and are recommending the equipment to their friends. Many of the commercial purchasers are members of chain store corporations or operate several stores in the locality, and we find that once we have sold equipment for the main store, it is a very easy matter to influence them to equip their other stores as well.

We seem to be increasing our sales in electric refrigeration each month, and find that the winter months are just as productive as the summer months. We look forward to a splendid turnover throughout the year 1929 and can see no reason for anticipating a point of saturation in electric refrigeration for many years to come.

H. L. DOHERTY SALES JUMP 66 PER CENT IN JAN.-MAY PERIOD

Advance reports issued by the utilities division of the Henry L. Doherty & Co., New York, N. Y., indicate that the sales of electric refrigerators by its subsidiaries during the first five months of this year will show a large increase over the sales during the same period of last year. With complete May reports the sales of these units during the first five months of the year are expected to total 4,500 units which compare with sales of 2,717 units during the same period of last year, the 1929 sales being an increase of 66 per cent.

Due to the inability of some of the departments to secure full factory shipments and the fact that many home and apartment house owners purchased units for buildings under construction some of the units actually sold during the January to May period will not be installed until a later date. The major portion of the refrigerators sold were of the domestic type, these types being about 80 per cent of the total sales.

With the installation of the 4,500 units sold during the January-May period it is expected that the rates of the electric companies will be increased approximately 2,700,000 kilowatt hours annually.

Maxim (in the new manner): Though he lives in the middle of the woods, if he builds a better mousetrap, or one not so good even, he will beat a path to your door to demonstrate it.—Detroit News.

Tampa Girl's School Has Large G. E. Refrigerator

The Bay Shore Convent, a new girl's boarding school at Tampa, Fla., is equipped with a large General Electric refrigerator.

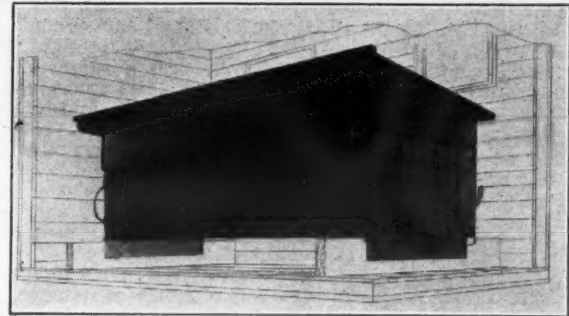
This order was secured by the Florida Electric Refrigeration Co., Tampa, distributors.

Natural gas was used by the Chinese in 900 B. C.

Announcing A REVOLUTIONARY ACHIEVEMENT in the NEW

McKEAN ZERO SECTIONS

For Coolers Built With or Without Bunkers



Showing Four Zero Sections Assembled with Standard Baffles, Suspended on Cross-sills in Cooler.

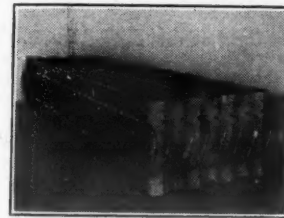


Illustration showing how you may assemble Zero Sections into cooling units of any desired capacity by attaching spacers and joining special unions. Note the light and simple construction and free air passage between plates.

McKean Zero Sections

ASSURE
High Efficiency
Certainty of Performance

THROUGH
Exceptional air circulation
No frost accumulation
100% Vertical Service

RESULTING IN
No Dehydration
Low Operating Cost
Constant Low Temperature

AND MEET ALL NEEDS BECAUSE
They come in sections
Low Installation cost
Standardized baffles furnished if desired

NOW AVAILABLE TO
Manufacturers—Distributors—Dealers

THE McKEAN COMPANY
5900 Baum Boulevard, PITTSBURGH, PENN

WRITE FOR BOOKLET:
"Now—Perfect Commercial Refrigeration"

MAIN OFFICE
BROOKLYN, N. Y.

SALES OFFICES

Brooklyn
Boston
Cincinnati
Chicago
Cleveland
Detroit
Philadelphia
New Haven
Rochester

E. W. BLISS COMPANY

SALEM WORKS

OWNER AND MANUFACTURER OF

F. W. NIEBLING & CO.

ICE AND REFRIGERATING MACHINERY

NIEBLING PATENT PLATE VALVES FOR ALL MAKES OF COMPRESSORS

FORCED AIR CIRCULATION THE GREATEST METHOD

FOR KEEPING FOOD PRODUCTS

SALEM, OHIO

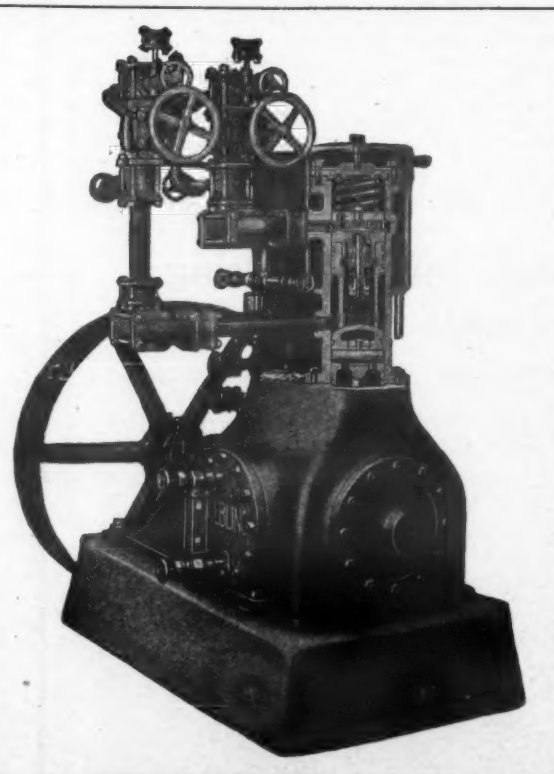
"THE HOUSE OF A MILLION ICE MACHINE PARTS"

The above Company is now located at their new shops, and are equipped to manufacture machines and plants of any size or nature.

The Niebling apparatus has been on the market for some 35 years, and needs no introduction.

Our plants are the most economical and dependable. The first machine is now 33 years old, still in operation.

Fittings are made of cast steel and drop forgings. None have ever broken or worn out.



\$1,000.00 FOR ITS EQUAL

MACHINE CONSTRUCTION

Valve cages are ground and set on top of cylinder proper. None of our valves work or operate on top of the cylinder. Valves are non-clearance and made of Vanadium Steel. Cylinders bolted to crank case. Above 4" bore, all have three bearings. Bearings are bolted separate in bottom of crank case. Crank case hand hole plates may be removed without interfering with shaft in any way. All bearings interchangeable.

At the present time we have some wonderful bargains. Send in your specifications. All sizes and types of machines and accessories.

Wire!
Write!
Telephone!

Salem—1045

We have in stock several carloads of new and used ammonia fittings of all sizes. Please let us quote you our bargain prices.

SAVOY HOTEL
750 ROOMS
WOODWARD at ADELAIDE—
EXQUISITELY FURNISHED ROOMS EACH with BATH
\$2.50 to \$4.00 SINGLE
\$4.00 to \$5.50 DOUBLE
SAVOY GRILL
AND COFFEE SHOP
SELECTED FOODS OF KNOWN QUALITY
IN THE HEART OF
DETROIT

KERO TEST

FORGED BRASS VALVES
for Mechanical Refrigeration

Quality Shut-off and Cylinder valves in any standard designs or to your specifications.

KERO TEST MANUFACTURING CO.
388 EIGHTH AVENUE
PITTSBURGH, PENNA.

Larger Commissions in Winter Months Keeps Force Intact For Spring and Summer Campaigns

Wright Bros. Co., San Antonio, Attributes Success to Hardworking Salesmen

By Frank Brigham

WHEN Wright Bros. Company acquired the distributorship of General Electric refrigerators in San Antonio, Tex., territory about two years ago, the problem of building up a strong sales organization confronted them. Competition was keen in that territory and no one within their large organization could be spared from other duties to take active charge of the refrigeration division and only meagre results were obtained the first season.

This firm enjoyed a good electrical business locally and was one of the first contractors in the southwest to recognize the need of specialization in all lines and long since had segregated repair and small job work, contracting, fixtures and appliances into separate departments.

About that time "Genial Jack" Roberts who had been associated with the Westinghouse Co. on the west coast returned to San Antonio on personal business and made a social call on one of the members of the Wright firm. Here was the opportunity to obtain a leader ready to take charge of refrigerator sales. He knew every electrical dealer in Texas and the dealer's wife and family by their first names. He knew his kilowatts and was well liked in that territory. Sufficient inducements were offered and Mr. Roberts remained in San Antonio to build up the General Electric refrigerator sales department.

"Jack's" first job was to get salesmen and various methods were employed. Classified advertising in newspapers brought a horde of drawing account artists and these were soon weeded out by the flat statement that no advances would be made. No applicants were accepted without a careful checking up of references as to sales ability, moral reputation, and other essentials of a good salesman. "Home-Towners" were given preference as it was felt they would have more at stake, would work harder to avoid failure with subsequent criticism by their friends. A 10 percent commission was made payable on completed sales.

The soundness of this policy is apparent in the family spirit that seems to prevail among all employees. Mr. Roberts is "Jack" to his salesmen and "Jack" to his stenographers and bookkeepers.

During the past year Wright Bros. have found it necessary to take their refrigeration department entirely away from the rest of their business, so much so that separate bank accounts, separate cost and sales books, are kept. A new store building, at 208 Broadway, was rented several blocks from the fixture store on Main Avenue. In addition, a beautiful display room is kept open day and night with a salesman constantly in charge at the corner of Houston and Main Sts., opposite the Majestic and a few doors from the Publix Theatre on Houston St. The windows are spacious and all models of G. E. refrigerators are shown.

"Unquestionably," Mr. Roberts says, "this firm can attribute its success to our salesmen. They are on the job early and late and we have nothing to ask for but additional quantities of machines. We are way ahead of our quota for the season, having sold over three hundred units in the month of March. We have no floaters, all of our men have families and we have tried to balance their

monthly commission checks, keeping their average earnings on the same plane throughout the winter months by paying an increased commission from October until March. During the summer months, we pay 10 per cent straight through, but in October this is raised to 12½ per cent, November 15%, December, January and February, 15%, and in March go back to the regular 10% basis. This procedure keeps our salesmen with us through the winter and when spring opens up in March, as it does in Texas, we can hit the ball without worrying about where we can find men to supply the demand.

"Each man is given his daily prospect list at the morning conference, and he reports the results of his interviews the next morning. One form of report indicates his contact with old customers and from these the wide-awake salesman secures many of his leads.

"We have tried to follow the G. E. plan of advertising in both retail and wholesale selling, using newspapers' display columns, direct by mail, home exhibitions, cooking schools, but the best method we have found to secure leads is through our satisfied users. Our men have been taught to make friends with their customers, to visit with them, know them well—an old southern custom but it pays and our twelve retail salesmen know it.

"This spring we held dealer sales schools all over our territory. The electric refrigeration department of the General Electric Co. cooperated and in many cases our schools have approached 'Fiesta Week in San Antonio' with their attendance. Personally, I claim no great credit for the business we are enjoying this year. We have tried to follow G. E.'s recommendations in establishing our policies so far as they seemed consistent with our own views. At this moment I do not believe we have one dissatisfied user in our territory, either wholesale or retail."

CHINESE MERCHANT HAS KELVINATOR INSTALLED TO COOL LIVING ROOM

Fung Fook Tien, a wealthy Chinese merchant of Hongkong, China, has had electric refrigeration equipment from America installed in his residence to cool his living room. This air cooling equipment is in addition to two Kelvinators, previously installed in his residence. This information has been received by the Kelvinator Corp. in a letter from its Hongkong distributor.

"To the best of our knowledge," the letter states, "this is the first installation of the kind that has ever been used, and an interesting phase of the work is that it was started upon our

client's own initiative."

The letter continues, "We were approached by Fung Fook Tien to know if it were possible to cool one of the rooms of his Repulse Bay residence by means of a Kelvinator. He already had two other Kelvinators. The average summer temperature here is about 90 degree Fahrenheit, and Mr. Tien wished to have the temperature lowered by 10 degrees."

The equipment employed is of the standard kind similar to that commonly used in a large grocery, with an arrangement of air ducts similar to what might be used in a ventilating system. On a number of tests the installation was found to be working perfectly and the equipment had in no way detracted from the peculiar charm and richness of appearance which is familiar to those who have seen the interior of the houses of wealthy Chinese.

OPPORTUNITIES FOR FOREIGN TRADE LISTED BY DEPT. OF COMMERCE

Firms and individuals may obtain further information on the announcements listed below by applying to any one of the distributors or co-operative offices of the Bureau of Foreign and Domestic Commerce.

The asterisks (*) indicate that the inquirer would act as both purchaser and agent.

- *38081 Refrigerators, electric. (Egypt)
- *38095 Hardware, refrigerator. (Germany)
- 37954 Ice chests, household. (Egypt)
- 38087 Refrigerating units for household refrigerators. (Germany)
- 38127 Refrigerators, electric. (England)
- 38168 Refrigeration plant, non-electric. (South Africa)
- 38360 Ice cream cabinets and commercial units, electric. (Mexico)
- 38360—Soda fountain and restaurant equipment. (Mexico)
- 38312 Refrigerators, electric. (South Africa)
- *38538 Refrigerators. (Denmark)

William H. Schladitz Goes With Milwaukee Distributor

William H. Schladitz is now in charge of the commercial department of E. H. Schaefer, Inc., Second Street at Michigan, Milwaukee, Wis., distributors of General Electric refrigerators.

TRADE MARK
EXTRA DRY ESOTOO
THE PUREST
SULPHUR DIOXIDE
Analysis Guaranteed
We have an agent, with our product in stock, near you
Wire us where we can serve you
VIRGINIA SMELTING CO., WEST NORFOLK, VA.
F. A. Eustis, Secretary 131 State St., BOSTON 2 Rector St., NEW YORK



Working in close touch with the electric refrigeration industry, and therefore keenly alive to the exacting requirements of manufacturers, Day-Fan Electric Co. has developed this new motor.

It is built to advanced standards of quietness, efficiency and dependability.

Brush lifting type, and mounted with rubber cushion on specially designed cradle base, it is free from electrical hum and vibration. With it we are helping both Copeland Products and Kelvinator Corporation insure silence, economy and dependability to users of their refrigerators.

Day-Fan Electric Company
DAYTON, OHIO

Day-Fan fractional horse-power motors are operating many well-known appliances, besides refrigerators—pumps, washing machines, cleaners, fans, etc.

We will gladly furnish sample of any type motor for test.

A Convenience in Mueller Fittings for Mechanical Refrigeration



MUELLER MANIFOLD FOR MULTIPLE INSTALLATIONS

This manifold can be furnished in ¼", ¾" or ½" angle valves which are securely sweated to the header. The header is seamless drawn square brass tubing, specially heat treated to withstand high pressures.

Mounting clips are furnished with each set.

Flared tube nuts are furnished on each outlet to simplify your installation and protect your accurately machined slots in handling and stocking.

Valves are furnished with wing seal caps eliminating the need for a wrench.

Remember we manufacture a complete line of valves and fittings and can supply your every requirement.

Send us samples or blue prints for quotation.

Mueller Brass Co.

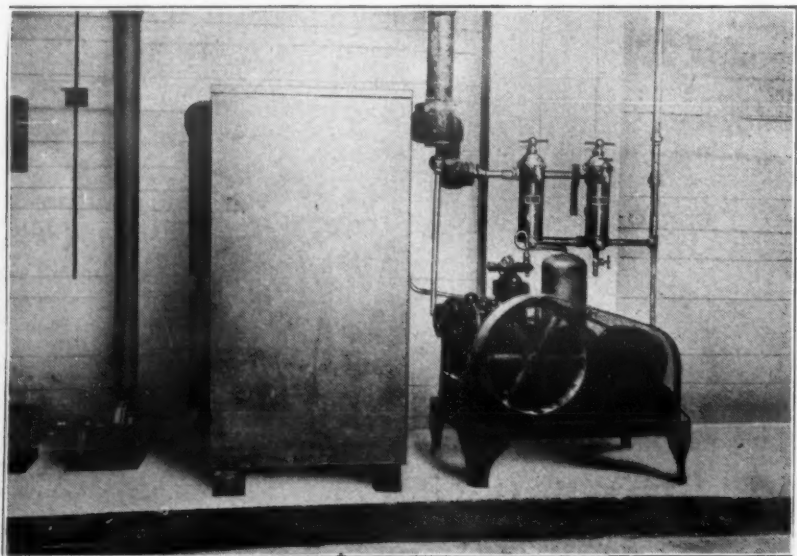
PORT HURON, MICH.

THREE GENERATIONS OF BRASS MAKING



Mueller Brass Co. Trade Mark, universally known as the means of easy identification for dependable quality products.

Filtrine System Cools Drinking Water in Large Theatre



A Filtrine circulating drinking water system has been installed in the new 4,000-seat Keith-Albee Orpheum Theatre at Flushing, L. I., N. Y. The illustration shows model No. 7 remote cooler equipped with a No. 100 AW Servel compressor. Two style "A" filters are used in the system. All chilled water lines are insulated with cork.

12,000 Women See Electrolux Demonstrated at Six-Day School of Portland Gas & Coke Co.



Upper left—Women made sure of seats by arriving early and occupied their time with bridge. Upper right—Crowds standing outside the main entrance. Center—A typical audience.

Step Saving Only One of Conveniences Of Electric Cooling to Housewife

AN ARCHITECT who specializes in planning convenient kitchens, made a study of the amount of walking a housewife does in preparing the meals during a year. He estimated that in preparing the 1,095 meals, the housewife walks approximately 200 miles. It is also estimated that the housewife goes to the refrigerator thirty times a day. The architect does not state whether or not this kitchen had convenient refrigeration, but if the refrigerator is an ice box or refrigerator placed on the back porch, approximating the distance to the back porch as 12 feet, the steps to and from the refrigerator would amount to about 50 miles during the year.

How little the kitchen in the modern home compares with the kitchen in the home a decade ago, where the kitchen was smaller only than the front parlor. And taking a big place in the convenience of the modern kitchen is the electric refrigerator.

But the walking which is saved by an electric refrigerator, well placed, is among the minor conveniences.

The housewife, when the electric refrigerator is installed, is relieved of practically all refrigerator routine. Even the routine cleaning of the refrigerator is considerably lessened for, with convenience always an aim, the modern refrigerator is built for easy cleaning.

The electric refrigerator requires practically no attention, not even as much as the range which must be turned on and off or lighted each time it is used. The refrigerator can be placed anywhere it is most convenient, even beside the range, for a good range allows so little heat to escape and a well insulated cabinet absorbs so little heat.

On days when shopping or club demands attention, the dishes to be served during the rest of the day can be prepared and left in the refrigerator. If children come home from school for lunch, their dishes can be placed on a shelf where they know they will find their lunch. Foods that children like and that are good for them can be left in picnic style and shopping can be done with no thought of unwholesome or unhappy lunches at home.

For the dinner, salads may be prepared, jellied soups, meats and vegetables prepared, or left ready for cooking, and ingredients for warm bread measured and ready for mixing with the liquids.

Even if shopping or club does not demand one's attention away from home the refrigerator enables the housewife to do much of the preparation of an attractive dinner, put it in the refrigerator and serve a dinner with very little last minute time in the kitchen and without the afternoon spent in preparation.

Many foods can be cooked in quantity and held in the refrigerator to be served in different ways. Heating up the kitchen on the hot summer day is avoided and electricity or gas is economized on.

For the family who likes to "piece" before bed time the refrigerator solves the problem of wondering what can it be this time. Suitable light lunch dishes

can be kept on hand and are always ready at a moment's notice.

When out of town for the week-end, one need not come home to a "Mother Hubbard's cupboard" if an electric refrigerator is used, for it can be stocked before going away and even a meal for the home-coming left ready.

The relief of necessity to restock on perishable commodities each day or every other day is a big item in the routine of the modern housewife.

The convenience in entertaining, offered by the electric refrigerator, is varied. Always having ice, and that in attractive form, to cool the drink for the unexpected caller, begins a list of helps that is limited only by the housewife's ingenuity. Novel service aids, as an ice plate for cold meats, individual molds for salads or desserts, and ice box cakes to be cut at the table, add much to the success of the affair. And none are last minute preparations.

The electric refrigerator gives the housewife an ease and convenience that causes many to place this feature of the refrigerator second if not equal to the protection it offers the health of the family by better refrigeration.

INCREASE IN ELECTRIC UNIT SALES FOLLOWED BY RISE IN ICE SALES

In the majority of towns where ice consumption is high there is a proportionate high percentage of homes using electric refrigeration, a survey of north, east and west Texas towns showed, according to a paper by Judson Neff on "Ice vs. Mechanical Refrigeration" read at the recent annual convention of the Southwestern Ice Manufacturers' Association in Fort Worth, Tex.

Other facts brought out in the survey which was made by the ice salesmen collecting data were:

	Range	Total Average
Number of cities.....	21	
Population.....	1,400-38,000	246,267 11,730
Electric light customers (families).....	215-7,414	44,615 2,125
Ratio of population to electric light customers.....	4.4-9.1	5.5
Number of domestic ice refrigerators in use.....	168-5,600	33,952 1,618
Ratio of population to number of ice refrigerators.....	4.6-15.0	7.4
Ratio of ice refrigerators to number of homes.....	40%-98%	76%
Number of homes using ice the year around.....	10-1,300	6,068 290
Percentage of homes using ice the year around.....	2%-28%	14%
Number of domestic mechanical refrigerators.....	0-175	1,152 55
Percentage of homes using mechanical refrigeration.....	0-13%	3%

Mr. Neff pointed out that both the ice and the electric refrigeration industry were striving to increase the number of customers and find new uses for their products. He states that in 1924 the mechanical unit first became a com-

*"S. R. O."—standing room only—was the sign the Portland Gas & Coke Company, Portland, Ore., had to hang on its front door during its recent food preparation demonstrations. For six days classes were held twice daily, with more than 12,000 women attending. The figure is based on actual registration.

Of the several appliances used during the demonstrations, John H. Hartog, general sales manager, reports that the Electrolux gas refrigerator, for which Portland Gas & Coke Co. is distributor, was the most talked of after each meeting. Freezing by heat intrigued the women. Those conducting the classes used the Electrolux extensively in the preparation of cold soups, entrees, salads and desserts. Mr. Hartog reports great sales interest as a result of the meetings.

The chef of the Palace Hotel, San Francisco, showed the women tricks in preparing dishes they did not know, and explained how modern gas appliances, such as the refrigerator, can be used to give the "hotel touch" to a home cooked meal. Another speaker was Mrs. Louise Palmer Weber, of the *Portland Journal*, which co-operated in staging the show. Before and after each session, there were demonstrations of various gas appliances, conducted by manufacturers' representatives.

The meetings were held in the company's sales room, which, visible through its large show windows, attracted large crowds on the sidewalks. "Our place," Mr. Hartog stated, "was packed at every matinee so that we had a difficult time keeping the aisles clear. Some women came as early as 10 o'clock in order to get a seat for the 2 o'clock matinee. Others would bring their lunch so they would not have to leave after the matinee but could stay from five until eight when the soiree started. Others stood up during the entire performance, and on account of the valuable door prizes not one person left. At each evening session, every seat was taken."

petitor and that in 1929 many ice manufacturers still do not know actual facts of the situation in their own communities and advises that similar surveys be used in other communities.

The electric refrigeration salesman has spurred the ice man to more effort and in the majority of cases has increased the sale of ice in the community, according to Mr. Neff. He says the ice manufacturer still has control of the greater part of the market and has the upper hand because of the domestic habit of using ice and the prejudice against anything different from a reliable utility already in use.

In conclusion the paper places the responsibility as to where the ice industry will be ten years from now directly upon the individual ice man and warns the industry against inaction.

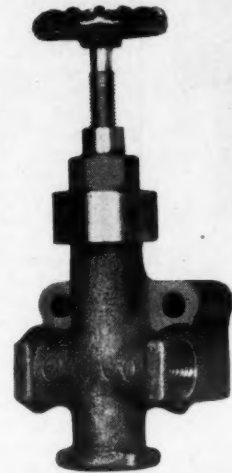
Forty-Eight G. E. Units Installed In Manhattan, Kans. Hotel

The Wareham Hotel in Manhattan, Kans. was recently equipped with 48 General Electric refrigerators. This hotel is a family hotel and the order was secured by Glueck & Co., General Electric refrigerator distributors in Kansas City, Mo.

Total number of customers served by the electric light and power industry in February, 1929, was 23,582,000.—N. E. L. A. Bulletin.

THE CLIFFORD PACKLESS VALVE

PARTICULARLY DESIGNED FOR MULTIPLE ELECTRIC REFRIGERATING INSTALLATIONS AND TO MEET THE REQUIREMENTS OF THE NEW CODE LISTED AS STANDARD BY THE UNDERWRITERS' LABORATORIES



Made permanently leak - proof with "Hydron" Metallic Bellows. New design eliminates all possible torsional strains.

Bodies of highest grade brass forgings.

Easily attached to mounting board or wall, with ample clearance for turning operating handwheel.

No wrenches needed. A perfect defrosting valve.

OVERALL LENGTH 5 INCHES; WIDTH 2 INCHES

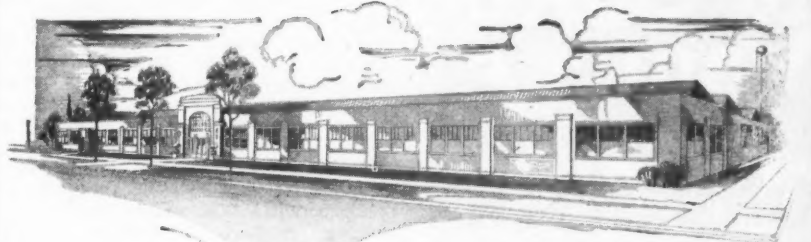
DEALERS AND DISTRIBUTORS MAY ORDER DIRECT FROM THEIR MANUFACTURERS

CLIFFORD MFG. CO.

MAKERS OF HYDRONS—THE HYDRAULICALLY FORMED METALLIC BELLOWS

564 East First Street, Boston, Mass.

Factory Representative: F. B. Riley, 320 Beaubien Street, Detroit, Mich.



To Serve You Better

NOW Time-O-Stat is occupying its new building, which triples the former floor space and permits physical consolidation of the facilities acquired by merger early this year.

The new structure, with all the economies and efficiency which it makes possible, is a tangible step in our program as announced when the four companies became one. Every user and prospective user of automatic controls can well take an interest in this development, because it gives us unsurpassed facilities from an engineering and manufacturing standpoint.

While this building was being completed, other phases of our activity have shown equal progress. Catalogs covering most of our instruments are now available, incorporating in each case the most recent developments in the field of automatic control. Our distribution system is rapidly covering all the principal cities. Complete stocks are to be carried in each, and intelligent, helpful engineers are to be immediately available in the important centers.

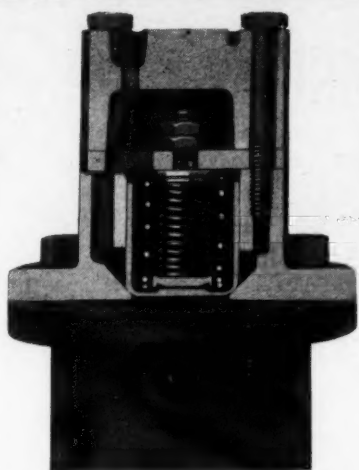
Let us help you with your control problems. Our long experience and the diversity of the fields we serve, make it possible for us to bring a vast fund of information to your assistance.

TIME-O-STAT CONTROLS COMPANY ELKHART, INDIANA

Successor to
Absolute Con-Tac-Tor Corporation Cramblet Engineering Corporation
Time-O-Stat Corporation Leachwood Company

Manufacturers of AUTOMATIC CONTROLS for

Oil Burners • Gas Burners • Coal Burners • Electric Refrigerators • Furnace Fans
Mechanical Stokers • Industrial Ovens • Ice Machines • Unit Heaters • Water
Heaters • Also Sign Flashers • Mercury Switches • Electric Heaters • Corrugated
Metal Bellows



Sectional View of Owens Silencer

Here's the Answer to Nizer Compressor Noise

Easily attached and inexpensive OWENS VALVE SILENCERS remove the pounding in Nizer Compressors due to worn and misadjusted valves.

Hundreds of successful installations.

Prompt delivery. Write for literature.

KELRAY LABORATORY
3940 Gibson Street,
Detroit, Mich.

DISCUSSES BREATHING OF SO₂ AS MEANS OF PREVENTING DISEASES

Does breathing sulphur dioxide give immunity to disease? This question, which throws a new light on sulphur dioxide, is discussed in the editorial column of a recent issue of Chemical and Metallurgical Engineering.

"Occasionally one hears of an ex-service man who has developed pulmonary tuberculosis. 'Oh, yes,' his neighbors recall, 'He was gassed in the war.' But did his gassing have anything to do with it? Most recent expert opinion not only arrives at the belief that gassing is not a contributing cause to the development of a tuberculous condition but that there is a likelihood that gassing may act as an actual preventive.

"This view is well supported by Col. H. L. Gilchrist, chief of the medical division of the chemical warfare service, in his recently published 'Comparative Study of World War Casualties From Gas and Other Weapons.' To quote, 'The clinical experiences of many who have given this subject thorough study, as well as reports from laboratory experiments, now furnish evidence sufficient to serve the purpose of convincing anyone that pulmonary tuberculosis is not a common effect of gas poisoning and certainly not one of its later effects.' The author then goes on to describe numerous experiments of recent date, made on animals, in which the results are negative or indicate an actual protection, small but nevertheless apparent.

"Later, he quotes from the Surgeon General's Report of 1920. This shows that, among the troops in France, the tuberculosis rate was 43 per cent higher in 1918 and 75 per cent higher in 1919 for enlisted men in general than it was for those who had been gassed. While perhaps this does not justify belief that gassing in dangerous proportions results in actual protection against pulmonary disease, it certainly presents a strong case for neutral results of gassing.

"If, therefore, gassing is at least neutral as regards the most virulent of pulmonary diseases, it seems not improbable that lesser afflictions such as influenza are favorably affected. One recalls the chlorine treatments as protection against common colds. Is it entirely a superstition, then, that operators in sulphuric-acid plants and other chemical works where the air is liberally polluted with SO₂, claim immunity to ordinary respiratory afflictions? In our experience, it is not. Perhaps it is an example of the survival of the fittest, where those who remain have developed a tolerance for both gas and infection. Perhaps it is merely a case-hardening of the respiratory tract. In any event, evidence is plentiful that there is a real element of protection in working in atmospheres containing irritating gases. Perhaps, after all, a solution to the enormous economic loss entailed in influenza and common colds, may come out of the chemical laboratory or the plant."

UTILITY ADVERTISING PROGRAM SHOULD BE HELPFUL TO DEALERS

ILLINOIS REFRIGERATOR SALES COMPANY
Morrison, Illinois

May 16, 1929.

Electric Refrigeration News,
Detroit, Michigan.

We cannot help but believe that your stand on the charges made by Merchants and Evans against the central stations is correct.

There should be very close cooperation between electric refrigerator distributors and central stations. In some territories, of course, there may be competition between the two. We believe that this is really more on the part of the dealer than on the part of the central station. The public utility companies realize that the local dealer is in a much better position to handle the sales of electric refrigerators than they are. Their main idea in handling refrigeration is to educate the people to use electricity in all forms.

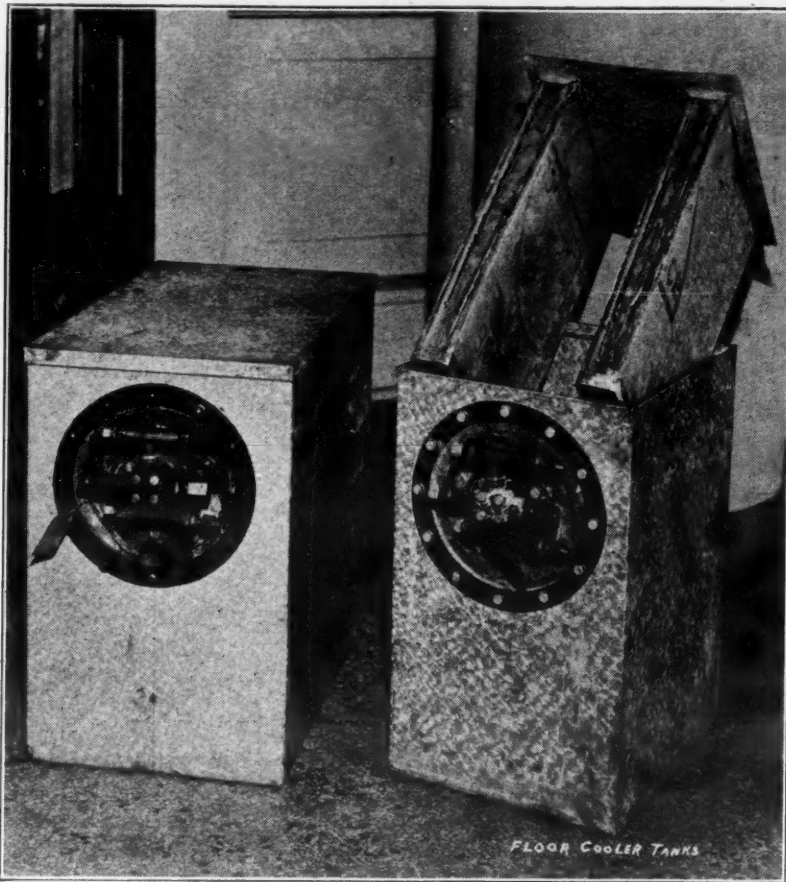
When they handle a line of electric refrigerators they advertise them quite extensively, and it would seem that all of the other distributors could profit by this advertising. The distributor's salesmen are in a much better position to secure the sales than the employees of a central station, and we feel that close cooperation should be had between the two.

Yours very truly,
A. W. COLLINS.

Electric Device Co. Appoints
Mrs. Kathryn Kane

Mrs. Kathryn Kane has been put in charge of the educational and sales promotion department of the Electric Device Co., Springfield, Mass., General Electric refrigerator distributors for western Massachusetts and the state of Vermont.

Freeze Ice in Restaurant Floor Cooler By Use of Special Tank



Views of the tank showing, at the left, how it looks when assembled, and at the right with the freezing tanks lifted out of the brine solution

Dalrymple Kelvinator Co., Detroit Kelvinator distributors, have designed the ice maker illustrated here for installation in restaurant floor coolers.

These units are built to order to fit the customer's cooler. They are constructed of galvanized iron with a multiple tube evaporator of a size depending on the space available. The coils of the evaporator are surrounded by a brine solution. The two freezing tanks are submerged in the brine. These tanks are filled with fresh water and are tapered so that the ice is easily removed from them.

In most cases these freezing units are hooked up in multiple with other refrigerating equipment in the restaurant. The tanks are constructed to the order of the Dalrymple Kelvinator Company by J. C. Stewart, Lawton Avenue, Detroit.

Electrical Exhibit Visited By 1284 People During April

During April, 1,284 people, interested in electrical household appliances visited the Electrical Exhibit, 214 Bagley avenue, Detroit, Mich. Two hundred seventy-two of this number attended classes which dealt with refrigeration and frozen deserts.

This exhibit is cooperatively maintained by the Detroit Edison Co. and the manufacturers of appliances whose products are exhibited in the display room.

HERE'S AN IDEA!

It's Finish that counts when it comes to selling. Lustrous Ferro Porcelain Enamel will increase sales and the cost will not be high.

May we submit samples?

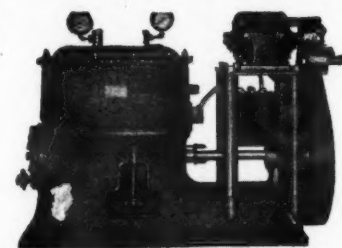
The Ferro Enamel Supply Company
Cleveland, O.

NEBRASKA TRUCK LINE MAY USE ELECTRIC REFRIGERATION

A truck refrigeration line with a capital of \$20,000 has been incorporated in Lincoln, Nebr., by Earl J. F. A., and Perna M. Hutchinson. It is understood that the new company will experiment with electric refrigeration for trucks.

Union Carbide & Carbon Co. Buys Vanadium Alloys Corp. Holdings

The Union Carbide & Carbon Co., 30 E. 42nd street, New York City, has acquired the Long Park holdings of the Vanadium Alloys Corp. in Colorado.



ELECTRIC REFRIGERATION DISTRIBUTORS and DEALERS

You need the PEERLESS line of commercial units. PEERLESS units give you a COMPLETE line, ranging from 1 to 10 tons.

Sixteen years of successful manufacturing and merchandising of ice machines are behind the PEERLESS name. Our record warrants your most exacting investigation.

Write or Wire

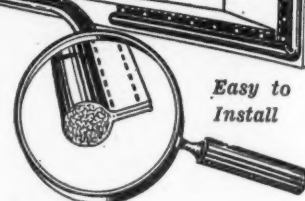
PEERLESS ICE MACHINE CO.
515 W. 35th St.
CHICAGO, ILL.

Three Commercial Installations Made By A. C. Rogers in Dallas

A. C. Rogers, Dallas, Tex., distributor, recently made commercial installations of General Electric units in the Atkins Cafe, the Chicago Cafe and the Rockaday School in Dallas.

Make Sure—

Your door contacts are made tight with "Wirfs Airtite Gasket." It assures refrigeration efficiency and reduces operating cost.



Easy to Install

Wirfs PATENTED "AIRTITE" GASKET

Write for samples and prices, today.

Wirfs Corporation
135 S. 17th St. - St. Louis, Mo.



Progressive Distributors and Dealers are lowering their overhead and increasing sales because they display and sell SILVERICE.

Illustrated folder and price list sent upon request.

Silverice, Inc.

280 Broadway
NEW YORK

Our Salesmen are still forging ahead, continually bringing in new business from all parts of the States, so great is the demand for our Display and Storage Cases, that we have had to double our staff, and enlarge our floor space to get greater and more rapid production.



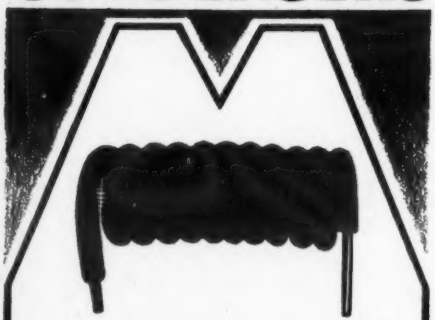
A PERFECT CASE IS ITS OWN ADVERTISEMENT

MARSDEN'S STORE FIXTURE HOUSE, INC.

30-38 James St., East Providence, R. I.

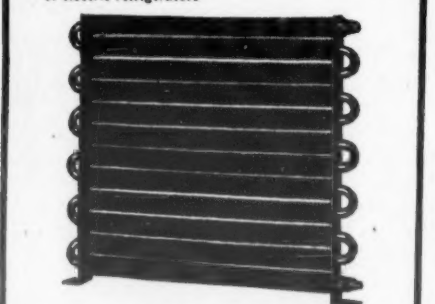
One of the Oldest and Largest Store Fixture Houses in New England

McCORD BUILT CONDENSERS



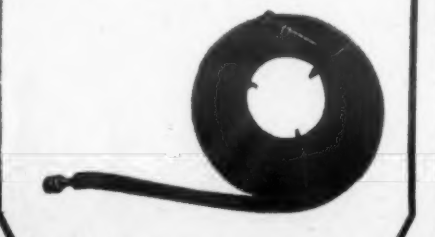
Type "B" Continuous Coil McCORD CONDENSER

McCord condensers are made in many sizes and shapes to meet the requirements of a wide variety of electric refrigerators



Type "A" Single Row Continuous Tube McCORD CONDENSER

McCord "Spiral Fin" continuous tube condensers are made by a patented process that insures a continuous metal to metal contact between the fin and the tube. Only seamless, bright, annealed tubing is used and the fin is corrugated, giving greater radiative efficiency.



Type "B" Spiral Fin Continuous Coil McCORD CONDENSER

The popular "bee hive" condenser designed to occupy a minimum of space. It is installed so that all air currents created by the fan pass over the coils giving great capacity with a small amount of tubing.

McCORD RADIATOR & MFG. Co.
DETROIT MICH

NO COMPLAINTS FROM DEALERS WHO KNOW SPECIALTY SELLING

Welsbach Head Says Specialty Men Accept Competition As a Stimulus

"DISTRIBUTORS and dealers who are truly specialty sales minded," according to R. R. Thompson, general sales manager, refrigeration division of the Welsbach Co., Gloucester City, N. J., "have not made any complaints about central station merchandising efforts, because specialty salesmanship brooks no interference and acknowledges no barriers."

"We have yet to encounter," he said, "the first real instance of complaint on the part of any dealer or distributor that unfair central station merchandising methods were detrimental to their activity and success. I think you will find that this situation is representative of a group of distributors and dealers who are truly specialty sales minded, because they acknowledge no barriers, which is the very foundation of specialty selling. Otherwise, it would be just ordinary salesmanship."

"A central station may offer refrigeration on liberal terms or at a price that a dealer cannot afford to meet, nevertheless that dealer, if he believes thoroughly in his product, will not admit, if he is specialty sales minded, that as real competition."

"The complaints come from those who expect advertising and display only to create volume business. Those who know that the items I have mentioned are but adjuncts and that only intensive individual selling effort will accomplish the desired result, no matter what the conditions, are not complaining, rather are accepting competition as a stimulus rather than a handicap."

"For many years, and particularly since electric refrigeration came into being, we have been obliged to solicit the business of the affiliated central station properties of the United Gas Improvement Co. on an open competition basis with other manufacturers. We have never heard to us the assistance of a definite statement, or even hardly a suggestion, from our parent company to a subsidiary central station that they should handle Welsbach products."

"We have accepted this willingly, even gladly, as a challenge to our ability as salesmen and merchandisers. In every United Gas Improvement property, where our refrigerators or other products are sold, it is because we have convinced them that the device, the service, the merchandising methods, and the company behind the product presented a picture which the central station should embrace, either in elimination of all others or in conjunction with the other manufacturers of equal repute where the product of the same character is handled."

REFRIGERATOR COVERS PROTECT THE FINISH

The New Haven Quilt & Pad Co., New Haven, Conn., offers a complete line of refrigerator covers. These form-fitting padded covers have heavy drill cloth on both sides, and a one-piece layer of felt lining which is firmly stitched between the sides. Double welt joining eliminates

the possibility of the cover tearing.

The handles on the lift harness are adjustable and may be placed in the position which best facilitates the moving of the electric refrigerator. East hood is easily applied and it protects the finishes on the refrigerator while it is being moved to the customer's home and insures the delivery of an unmarred machine.

FOREIGN SHIPMENTS OF ELECTRIC REFRIGERATORS

March Exports Reported by Bureau of Foreign and Domestic Commerce

Country of Destination	Units Up To 1/4 Ton Capacity		Units Over 1/4 Ton Capacity	
	No.	Value	No.	Value
Austria	1	347	1	427
Belgium	32	5,675	45	10,436
Czechoslovakia	6	1,901	59	15,208
Denmark	—	—	47	10,996
Finland	352	78,116	15	2,458
France	1,307	182,346	3	440
Germany	—	—	42	8,195
Hungary	1	136	—	—
Iceland	115	17,077	—	—
Italy	8	1,517	74	14,522
Netherlands	13	1,863	30	7,230
Norway	—	—	—	—
Poland and Danzig	29	4,703	—	—
*Spain	271	50,553	—	—
Sweden	9	2,032	84	16,087
Switzerland	220	35,929	5	1,034
United Kingdom	1,447	218,464	—	—
Canada	1,872	254,118	574	100,263
British Honduras	1	257	—	—
Costa Rica	6	1,410	1	675
Guatemala	—	—	1	1,318
Honduras	1	489	—	—
Nicaragua	10	2,162	—	—
Panama	45	14,969	31	5,786
Salvador	31	7,075	—	—
Mexico	57	12,467	—	—
Newfoundland and Labrador	1	117	—	—
Bermudas	—	—	6	958
Barbados	1	463	—	—
Jamaica	—	—	1	380
Other British West Indies	12	2,118	—	—
Cuba	170	31,900	5	7,334
Netherlands West Indies	—	—	2	946
Haiti, Republic of	3	681	—	—
Virgin Islands of U. S.	3	624	—	—
Argentina	26	4,255	26	3,701
Brazil	154	31,022	83	14,194
Chile	1	512	—	—
Colombia	31	5,354	19	3,256
Ecuador	30	2,273	—	—
Peru	15	5,930	5	1,144
Uruguay	1	140	—	—
Venezuela	8	1,880	10	1,900
Aden	1	416	—	—
British India	245	50,792	5	1,823
British Malaya	12	2,255	—	—
*Rumania	100	25,405	—	—
Ceylon	3	239	1	311
China	63	15,072	—	—
Java and Madura	76	13,873	—	—
Other Netherlands East Indies	4	487	—	—
French Indo-China	—	—	2	485
Hong Kong	2	733	18	3,775
Japan	13	2,080	27	9,375
Philippine Islands	1	178	10	1,681
Syria	—	—	3	590
Australia	75	12,406	85	4,283
New Zealand	—	—	7	1,390
British East Africa	17	2,559	—	—
Union of South Africa	105	18,992	4	926
Egypt	1	143	10	2,120
Morocco	36	5,079	—	—
Other Portuguese Africa	1	550	—	—
Other Spanish Africa	1	125	—	—
Gold Coast	16	2,122	—	—
Nigeria	19	2,587	—	—
Total	7,083	\$1,137,568	1,464	\$280,352

MANUFACTURERS GIVE TESTED RECIPES IN RECENT LITERATURE

"Frozen Salads and Desserts"

A pamphlet, "Frozen Salads and Desserts," by the Carnation Milk Products Co., gives directions for whipping Carnation canned milk for use in place of whipped cream in frozen desserts. Recipes for salads and desserts using Carnation whipped milk are given.

"Scientific Food Protection"

Norge Corp., Detroit, recently published "a handy book of tested recipes." It points out that the Norge refrigerator protects foods, makes shopping easier, and gives ideas for effective serving with the refrigerator. Recipes for desserts, salads, and beverages are given.

"Your Electric Refrigerator and Knox Sparkling Gelatine"

"Your Electric Refrigerator and Knox Sparkling Gelatine" has just been put out by the Charles B. Knox Gelatine Co., Inc. Many suggestions helpful in the making of special dishes in the electric refrigerator are given. Recipes are given for appetizers, jellied soups, meat and fish loaves, salads, ices, sherbets, frappes, custards, parfaits, mousses, ice box pies and cakes and dishes for convalescents.

Another booklet on "Suggestions for a Safe and Sane Reducing Diet" gives recipes calling for the use of the electric refrigerator.

"Frigidaire Recipes"

A recipe book recently published by the Frigidaire Corp. called "Frigidaire Recipes" gives a description of the experimental kitchen where the recipes

carried in the book are tested.

Methods of freezing and practical hints on dessert making are given. Recipes are given for ice cream, ice cream sauces, mousses, sherbets and ices, parfaits, cocktails, salads, and beverages. Suggestions are given for using leftovers. A chapter takes up the proper placing of food in the refrigerator.

LASSEN — TEMPERATURE — CONTROLS
— PRESSURE —
POSITIVE RANGE AND DIFFERENTIAL ADJUSTMENT
NON-DETERIORATING MERCURY TUBE SWITCH—MEET ALL REQUIREMENTS
GOODNOW & BLAKE MFG. CO. 3840 BEAVER STREET
DETROIT, MICH.

REFRIGERATION CAN BE NO BETTER than the refrigerators which it is to operate

Servicing of electrical refrigeration, in the domestic field, has been a costly experience. The problem was solved to considerable satisfaction the minute the manufacturer recognized that the cabinet is an important item.

Now that electrical refrigeration is claiming its own in the commercial field, let us profit by our experience of the past and insist upon scientific cabinet construction in the units to be served.

The Oreole Products are the peak of display and storage refrigerators. The Oreole Sales and Service sys-

tem of Meat Merchandising embodies the basic principles of scientific circulation and the basic principles of concealed illumination.

Oreole Refrigerators are well known for their bulk-head construction and remarkably low B.T.U. heat leakage. Send for illustrated literature on Oreole Ottenheimer products.

OREOLE

OTTENHEIMER

FALLSWAY & HILLEN

BALTIMORE, MD.

NOTICE OF LICENSE:

The Ligonier Refrigerator Company has been licensed to manufacture Refrigerated Display Cases under patents owned by Ottenheimer Bros., Inc. as follows; No. 1206464, dated Nov. 28, 1916, Refrigerator Show Case; and No. Re-16941, dated April 24, 1928, Refrigerating Case; which have been adjudicated valid by the United States District Court for the Northern District of Illinois.

Built Right—To Stay Tight

Seepage-proof Fittings For Automatic Refrigeration

One especial feature of Commonwealth Brass fittings is the care taken in packing and shipping fittings with tube seats.

Every tube seat is shipped with a protecting cardboard ferrule to keep from the danger of nicking or scarring.

The seat is right—right when it leaves the factory—right when received on the job and it stays right, in service.

Send for complete catalog describing our line of refrigeration fittings. Ask for No. 36.

COMMONWEALTH BRASS CORPORATION
5835 Commonwealth Ave. Detroit, Mich.

COMMONWEALTH BRASS FITTINGS

Mineral Wool

Low in Thermal Conductivity and Low in Cost

The exceptionally low thermal conductivity of Mineral Wool (6.3 B.T.U.) as determined by the U. S. Bureau of Standards, stamps it as the ideal insulating material for

Cold Storage Construction

It assures perfect insulation and maximum efficiency at a low cost.

Mineral Wool is entirely mineral, indestructible, vermin-proof and easy to apply.

Sample and descriptive folder upon request.

U.S. MINERAL WOOL CO.

280 Madison Avenue, New York
Western Connection: Columbia Mineral Wool Co., South Milwaukee, Wisconsin

Gulf Power Co. Uses Aggressive Methods to Uncover Prospects for Refrigerators in Pensacola

Employees Get Commissions for Turning In Names of Prospects Who Are Closed by Specialty Salesmen

By Archie Richardson

"GOING over the city with a fine tooth comb" is a figure that would aptly describe the methods of the Gulf Power Co. in seeking out electric refrigerator prospects in Pensacola and other west Florida towns on its lines.

If there is anywhere in the city a man who wants to buy a refrigerator or who is even remotely interested in the purchase of a refrigerator whose name does not find its way into the company's prospect file, he is one among few and missing such a one is a breakdown in the highly organized sales system that would cause grief if it became known in the office.

Prospects come in from the following sources: Zone salesmen contact with the lighting customers every month, and are supposed to know not only what electrical appliances these customers have but what they want and what they are considering buying. When a refrigerator prospect whose name is not already in the files is found, the name is passed on to the office.

The refrigerator specialty salesman canvasses every customer and maintains a "reason for not purchasing" and "when to call again" file.

Each employee is regarded as a salesman and is on the constant lookout for refrigerator prospects. He or she gets a seven per cent commission on a sale, and splits the commission for turning in the name of a live prospect who may be later sold by someone in the sales organization.

Customers are encouraged to come to the store to pay their lighting, gas and merchandise bills, and in anticipation of the coming of many hundreds of home owners every month there is kept where it cannot be overlooked a refrigerator display, with never less than four models, designed especially to catch the eye of any who might be interested. When a customer stops before one of the machines there is a salesman at hand who diplomatically volunteers the information that might be wanted, and gets the name if a reasonable amount of interest is displayed.

A refrigerator is constantly displayed in a window setting that will make any home owner want to own it, and it is not an uncommon occurrence that these windows draw passers-by into the store to ask questions about the refrigerator, what it will do and what it will cost them to use it.

And there are others whose interest in the purchase of a refrigerator are discovered in various ways. The newspaper and other advertising brings in some. Others moving to Pensacola and realizing that it is a semi-tropical town think of electrical refrigeration and come to the store to enquire about prices. Still others are interested and brought to the store through reading about electrical refrigerators in the magazines or other publications.

But however the prospect may be found, he is followed up by the zone salesmen, the specialty salesman, M. B. Gibson, or by the local sales supervisor, S. F. Klein. Sometimes they are called on by all three before they are sold.

When a prospect's name goes into the file, it generally remains there until a refrigerator is bought from the power company or from some other dealer. If he does not buy, it is realized that some

time in the future he will become the owner of a refrigerator and his name is kept in the prospect file; literature is sent him and salesmen call on him every now and then, all with a view to more thoroughly selling him on the idea and desirable features of electrical refrigeration. The live prospect cards show when another call should be made on the prospect, and give data as to the former effort made to sell him and why it has failed, and such information as may be of value to the salesman starting out to try again to sell him.

When a customer seems to be on the verge of buying, effort is often made to have him bring his wife to the store to see the various models on display. A definite time is set and the salesman makes it clear that he will be at the store and expecting him at that time. And while Mr. Prospect and his wife are examining and comparing the models on display is the logical time to get the name on the dotted line. A very large portion of the men who come to the store with their wives give the order before leaving. If the deal is not closed at this time, it is recognized as a difficult one.

After the sale is made, the refrigerator is delivered promptly; and it is delivered cold and with ice cubes in the trays. It is plugged in as soon as it reaches the owner's home, and is ready to be filled with foodstuffs, which may be at once transferred from the old refrigerator.

A twenty-four-hour service is maintained, and owners of refrigerators are requested to call promptly when anything goes wrong and are assured that a man will hurry out and have the refrigerator back in service on short notice.

F. B. CONNELLY CO. ADDS EVENING MEETINGS TO DEMONSTRATION DATES

Demonstrations of General Electric refrigerators by the F. B. Connelly Co., Billings, Mont., have proved so successful that evening meetings are to be held.

The afternoon gatherings have been conducted by Miss Iris Davis, home economist of the company. The daily attendance at these meetings has averaged seventy-two women. Thirty-nine demonstrations have been conducted since March.

Instead of having an afternoon gathering only as heretofore, future programs will include an evening meeting during which moving pictures will be shown with synchronized musical score. The picture will be a history of electricity.

During the demonstrations as many as four sales have been made. During May and June, demonstrations will be held in Wyoming and South Dakota.

OHIO PUBLIC SERVICE SELLS 154% OF QUOTA

The fifty-four day refrigeration campaign held by the Ohio Public Service Co., closed with 154 per cent of the quota sold. The number of units sold was 1,853.

Salesmen who won a trip to the N. E. L. A. convention in Atlantic City were, in order of the number of signed orders gotten, A. S. West, Mansfield; H. L. Foster, Sandusky; R. P. Sproull, Warren; R. Bordeaux, Port Clinton; G. E. Farrell, Massillon; D. M. Crandall, Lorain; V. O. Moore, Alliance; G. A. Robson, Elyria; and R. A. Ackerman, Ashland.

Those winning a three-day trip to New York were L. Y. Merritt, Massillon; J. C. Welsh, Alliance; R. L. K. Barnette, Warren; L. T. Burke, Port Clinton; E. F. Cheetham, Elyria; M. E. White, Sandusky; L. D. Lewis, Lorain; B. B. Warren, and A. C. Whiteacre, Mansfield; and F. R. Otto, Ashland.

UTILITIES EARNINGS SHOW BIG INCREASE IN MARCH

The gross earnings of public utility companies in the United States, on the basis of government figures, continue their steady rise, reaching \$195,000,000 in March.

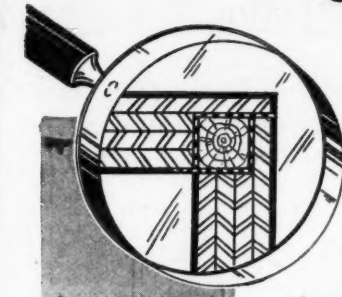
This is almost \$8,000,000 more than in March, 1928.

The figures are based on statistics obtained from 95 companies in all parts of the country operating gas, electric light, heat, power, traction and water services. Telephone and telegraph enterprises are excepted.

Net earnings increased from \$715,152,609 in 1926 to \$868,702,677 in 1928.

The total net earnings for 1929, if they maintain their present rate of growth will pass \$1,000,000,000.

NOW! The Correct Insulation For Refrigerator Cabinets



Illustrated above is magnified cross-sectional view of an Insulite installation. Notice particularly the "cut to size" feature indicated by dotted line.

INSULITE is furnished "cut-to-size" ready for application whatever your requirements may be.

Its strength permits of reduction in or entire elimination of heavy wood framing with consequent reduction in heat loss through cracks.

Its durability assures continuous high insulating efficiency during the life of any cabinet.

It is odorless under the most extreme moisture conditions and through scientific preserving and sterilizing of its fibers, will not rot or disintegrate.

IN SHORT—

Into Insulite Is Built All of the Essentials of the Correct Refrigerator Insulation.

INSULITE

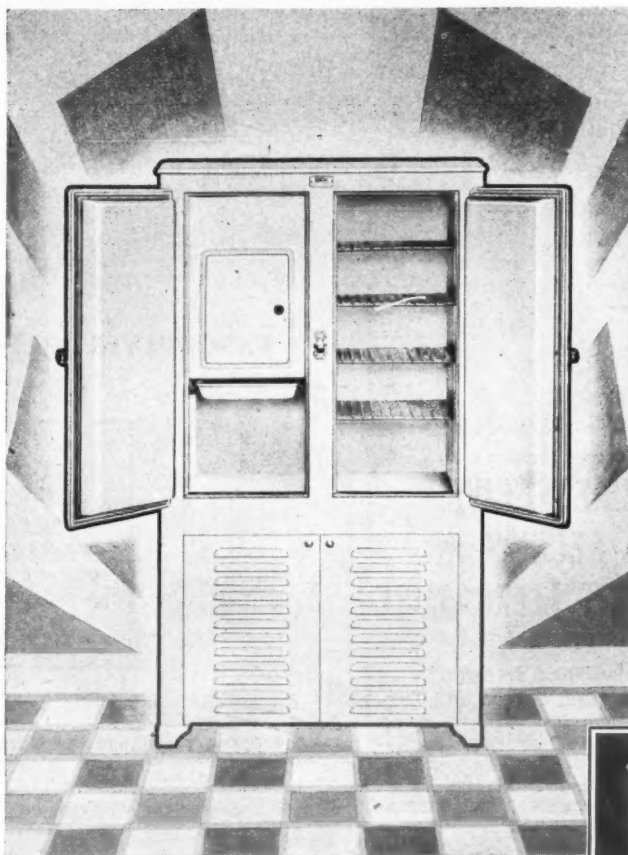
the Wood-Fiber Insulating Board

THE INSULITE COMPANY

Refrigerator Sales Office:
737 Conway Bldg.,
Chicago, Illinois.

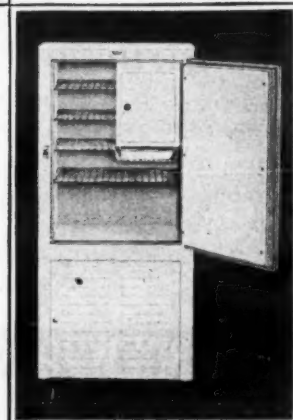
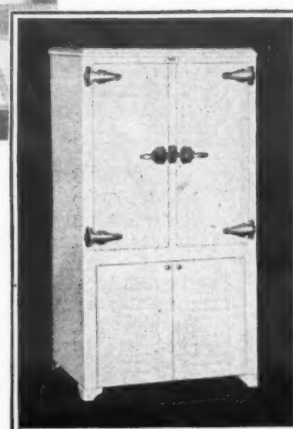
Home Office:
Builders Exchange,
Minneapolis, Minn.

Built . . . to sell



The successful unit manufacturers and dealers no longer trust their units to "ordinary ice boxes." They know it takes more than the mere assembly of wood, metal and insulation and the finish to make a refrigerator sell. REX has always realized these facts . . . To yield the manufacturer and dealer a profit . . . a cabinet must sell . . . To sell it must offer, besides striking beauty,

ound built-in qualities. For more than 30 years REX has been building value into products requiring skill in use of wood and metal, and REX craftsmen know design. Look at any REX Cabinet—tear it apart to see how it is made—then you will realize why every REX Cabinet is built to sell.



The REX Line of Cabinets offers 20 standard Models for Residence and Apartment Homes, designed to meet any installation requirement. The Residence Models range in sizes from 5.5 cubic feet to 15 cubic feet food storage capacity. The Apartment Home Models range from 4 cubic feet to 5 cubic feet food storage capacity. There is also a choice of several combinations of interior and exterior finishes. A booklet illustrating and describing the entire Line is available on request. May we send it?

Rex Cabinets

REX MANUFACTURING CO. • CONNERSVILLE, IND. U. S. A.

Knight-Copeland Co. Heads Are Instructors At Service School



The staff of the Knight-Copeland Co., Denver, Colo., recently served as instructors at a sales and service school attended by 35 Copeland dealers of Colorado and Wyoming. Back row (left to right), Harry Burman, Copeland factory representative; V. E. Kirkpatrick, Denver commercial manager; H. Officer, apartment house manager; S. H. Stevens, sales manager; Walter Becker, sales. Front row, J. M. Tenney, sales; E. G. Knight, Sr., president; O. M. Wilt, secretary and manager; Melbourne Knight, service engineer and vice president.

Garden Show Adds Timely Appeal To Refrigerator Display Room

R. H. White Co., Boston, Attracts Housewives to Showroom by Clever Garden Effect and Daily Demonstrations of Cold Cookery

By C. E. Pellissier

AS a promotional idea, the garden show recently put on by the R. H. White Co., Boston, Mass., featuring General Electric refrigerators, should be of interest to others at this time. The show which ran for two weeks was the idea of M. K. Thompson, manager of the electric appliance department of the company.

The accompanying photo gives an idea of the effect which was created. A whole room on the third floor of the store was set off and made into a garden with green lawns, gravel walks, fountains, statuary, lawn furniture of all sorts, and real flowers and shrubs. Close attention was given to every detail so that the illusion of a summer garden was realistic. Although this was an electric refrigeration show the room was not crowded with electric refrigerators. Only

groups so that when four are on duty at the store the other four are out working on their prospects. Each group reports at the store at one o'clock each day. A group reporting at 1 o'clock works through that day and the next morning until 1 o'clock. In this way there are always four men on duty. To stimulate his salesmen to greater



A Corner of the Transformed Display Room

two models were placed on exhibition and those were the ones used by the demonstrators. Interest was created by those two and the demonstrations; and interested parties could see all the models in the electric appliance department downstairs. In this way Mr. Thompson preserved the garden effect without spoiling it with a display of refrigerators that was not needed.

Two salesmen were on duty at the show to explain terms, features of that particular refrigerator, and other items that might interest the onlooker. An expert dietician gave daily demonstrations of cold cookery at the show. This dietician remained on duty all day to answer questions and to give helpful advice to all desiring it. Her duty was not to try to sell the refrigerator but to sell its usefulness. It is well to draw this line for it helps her tremendously in interesting people in what she has to say. If she can sell the usefulness it is not so difficult for the salesman to follow it up with his line of talk.

Stress was laid on the ease with which summer parties, either afternoon, dinner, or bridge, might be given with the use of the electric refrigerator to take away the worries of preparing food. The demonstrator showed how various foods especially appropriate for this sort of thing can be prepared ahead of time and be ready for immediate serving at the party without any further worry. The whole atmosphere of summer brought about by the very effective setting helped put over this idea tremendously.

Store display and window display are also used to a large extent in Mr. Thompson's merchandising program. He has permanent displays located on both the first floor and the third floor as well as the regular display located in his basement department. Window displays feature electric refrigeration at frequent intervals. The refrigerator is either worked into a kitchen scene showing models at work or alone with some certain item featured. Each display is carefully planned and a refrigerator is never put into a window unless some definite point is to be stressed. Haphazard displays have no place in his plans.

Newspaper advertising is another important sales stimulator that he uses. All the local newspapers are used and advertising appears frequently, usually up with some special event or point that will be emphasized at the store as well as in the ads.

Good salesmanship is the thing that closes the sales, says Mr. Thompson. High pressure salesmanship, in his opinion, is of no particular value. When one is selling in a department store the satisfied customer is the aim, not the sale. His salesmen have been chosen carefully with personality one of the chief requirements.

A sales force of eight men is maintained. They are divided into two

efforts Thompson runs prize contests from time to time. A contest is in progress now, of which the winner will receive a vacation with all expenses paid by the company. The trip will take him down to Atlantic City.

On the wall of his office Mr. Thompson has a large picture showing a marine view. On the ocean two ships are sailing, one represents the year's quota and the other the total sales to date. Right now the total sales exceed the quota and every indication is that the sales will win by a large margin. Along with the ships, men in boats are pulling strongly for the distant city. They are the salesmen. A pretty race is on with the rowers pretty well bunched together.

For the convenience of those who wish to pay for their refrigerators on the payment plan there has been arranged a very attractive room where customers can meet in privacy to make payments or to receive information about the club. The door is shaped and painted to represent an electric refrigerator. A girl is always in attendance here to receive payments or give information.

Fire Fails to Impede Efficiency of Frigidaire Equipped Seeger



The charred Seeger refrigerator No. 426 equipped with a Frigidaire unit shown here continued to preserve food after a recent fire in a cafe at Seward, Nebr. "The fire burned everything in the kitchen, charring the refrigerator until it was unrecognizable, but three hours after the fire when the food was taken out it was in perfect condition," The Frigidaire Sales Branch at Lincoln, Nebr., writes.

ELECTRO-KOLD CORP. REPORTS 1928 GROSS BUSINESS AS \$775,000

FOR financing an anticipated large increase in operations, stockholders of Electro-Kold Corp., Spokane, Wash., at its annual meeting voted an increase in its capital stock. Issuance of 100,000 shares of no par common stock to be exchanged for the present common stock on the basis of 25 shares of the new stock for one of the old was authorized.

The stockholders also approved the issuance of \$300,000 of 7 per cent preferred stock in \$20 shares, which will soon be offered to the public. The present outstanding preferred stock, amounting to approximately \$9,000, will be exchanged for the new preferred on the basis of five shares of the new stock for one of the old.

The report of H. L. Masterson, general manager of the company, showed that a gross business of \$775,000 was done in 1928, which was an increase of 55% over 1927. The first four months of 1929 showed an increase of approximately 50 per cent over the same period in 1928. It is expected that the present output of the plant will be doubled.

Directors elected were John McKinley, H. L. Masterson, L. M. Simpson, Lloyd E. Gandy, R. K. Neill, E. S. Matthews and Dr. X. L. Anthony. The former board consisted of five members, increased to seven by vote of stockholders.

Officers elected by the directors are: Dr. X. L. Anthony, president; L. M. Simpson, vice-president; H. L. Masterson, vice-president and general manager; E. S. Matthews, vice-president and treasurer; L. E. Gandy, secretary, and D. W. Mather, assistant secretary-treasurer.

KELVINATOR HAS NEW SMALL DOMESTIC UNIT

Kelvinator Corp., Detroit, announces a new self-contained domestic model. An outstanding feature of this new model is its large food capacity. Including the defrosting tray, the interior dimensions of the cabinet are equal to 4.23 cu. ft., while the self area of 8.87 sq. ft. provides ample space for storage of food receptacles. The shelves are placed to provide maximum accessibility.

This model, which is known as the Kelvinator Four, has an interior of porcelain. It is equipped with a flexible rubber ice cube tray. This unit is being marketed at \$175 f. o. b. factory.

1,000 UNITS BOGIE SET IN ALABAMA POWER CO. DRIVE

One thousand units is the bogie set in the refrigerator campaign started May 20 by the Alabama Power Co., Birmingham, Ala., General Electric distributors.

The campaign will continue until June 30. Advertising including newspaper, broadsides and window displays is being used. Refrigerator users giving names of prospects which result in sales are given \$5.00.

Terms of \$10 cash and balance in twenty-four months are being given.

A great deal of enthusiasm of local, district, and divisional staffs is reported by A. B. Collins, manager of the Merchandise Sales Division.

M&W CO.
1876

LACQUERS
ENAMELS

A Lacquer Finish that Has Stood the Test

M & W REFRIGERATOR
LACQUER ENAMELS

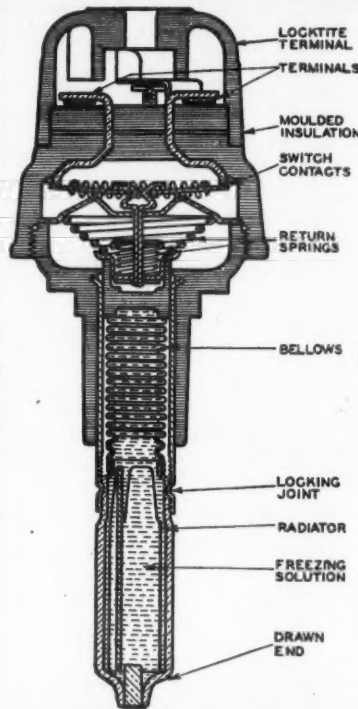
A Quality Reputation on these products has been established through actual large quantity production on Cabinets widely distributed throughout the world. Another complete M & W Finish including either Lacquer or Oil Primer followed by M & W Lacquer Enamel in White or Colors. We invite your correspondence regarding your particular problems.

MAAS & WALDSTEIN CO.

EXECUTIVE OFFICES AND PLANT, 438 RIVERSIDE AVENUE
NEWARK, N. J.

CHICAGO OFFICE
AND WAREHOUSE
1115 Washington Blvd. West

LOS ANGELES OFFICE
AND WAREHOUSE
1214 Venice Blvd., Los Angeles, Calif.



The RANCO Thermostat Control

Is the ideal refrigerator control

because it is—

Positive in operation

Compact in form

Requires no service adjustments.

Easy to install

Low in cost

A thoroughly proven product giving perfect performance on thousands of refrigerators.

Write for Bulletin 603

THE AUTOMATIC RECLOSING
CIRCUIT BREAKER COMPANY

COLUMBUS, OHIO, U. S. A.

Every Cylinder Analyzed **SULPHUR DIOXIDE**
Absolutely Pure for DIRECT CHARGING
Bone Dry
also Ton Drums
Tank Cars
ANSUL CHEMICAL COMPANY
MARINETTE WISCONSIN

VEE BELTS FLAT

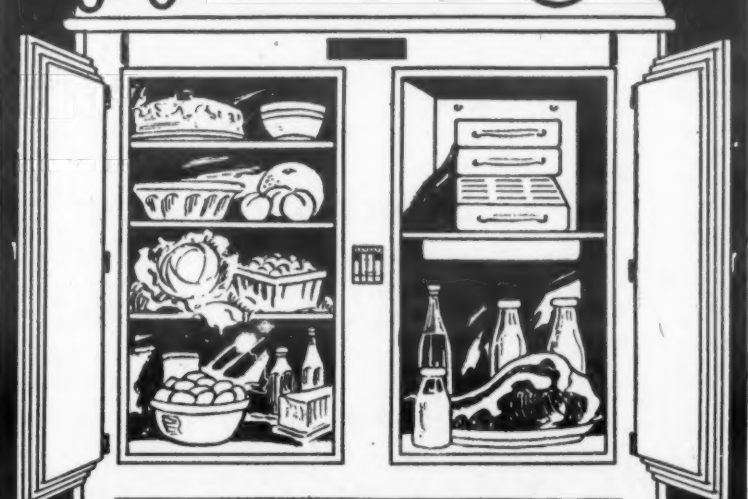
ANY SIZE—ANY QUANTITY

ICELESS REFRIGERATION ACCESSORIES

2401-15 Chestnut St.

Philadelphia, Pa.

Wayne Electric Refrigerator



Every Day—

Thousands of men and women are going into stores like your own to see what's new in Electric Refrigerators! And many of them are asking about the new Wayne ... with its Automatic Cold Control!

If you are interested in this Wayne Feature ... and the profitable Wayne Franchise ... Write Us.

WAYNE HOME EQUIPMENT CO.

Main Office and Factory, Fort Wayne, Ind.